

# Dallas



OFFICIAL PUBLICATION *of the* DALLAS CHAMBER *of* COMMERCE

Vol. 5

JUNE 1926

No 6



"Fifteen months ago we purchased a 4-cylinder Autocar (Model H) from your firm. Upon looking over the records, we find that we have not spent a single cent for upkeep on this truck with the exception of oil and grease. This we consider a very remarkable record, and we are glad to state that we are purchasing another Model H Autocar for Ranger, Texas, on account of the excellent service we have received from our first Autocar."

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**R**EMEMBER this — whether your trucks are delivering two tons a day or twenty tons, such cost items as wages, interest and insurance are constant.

By making every 'truck hour' more productive because of short wheelbase handiness each of the thousands of Autocars you see on the streets is cutting the cost of hauling per 'truck hour'.

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**T**HE Dallas News appeals to intelligent, thinking persons. It has never tolerated demagoguery and it never will.

It has never championed a cause for the mere sake of cultivating the good will of any person or any group of persons.

The accuracy, the completeness and the competence of its news have established The News as the preferred paper of the Dallas territory, and have gained it unequalled prestige.

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The circulation of The News has always been the largest in its field. It is greater today than ever before in history. It is increasing steadily at a rate controlled only by the demands of sound and lasting development.

## **The Dallas Morning News**



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The patented filling, the thermostatic valve door and *THIRTY* other new features embodied in this safe, all serve to preserve vital business papers and documents intact and legible from fire hazards.

Although light in weight, the strength of this safe in resisting burglarious attack is recognized by the Underwriters Laboratories, who have granted us their T-20 Label, which provides a 20% reduction in the cost of burglary insurance.

Send for literature describing the "*THIRTY RADICAL IMPROVEMENTS*" and furnace test data and charts.

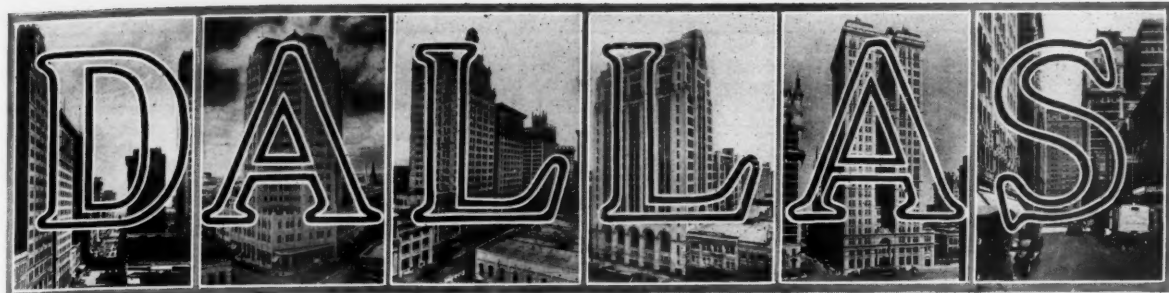
### STEWART OFFICE SUPPLY CO.

COMMERCIAL STATIONERS

1810 Main Street

Dallas, Texas





OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 5

June, 1926

No. 6

# Immortalizing the Vanishing West

By ETTA HARLAN, Head of the Art Department, Dallas Public Schools

**D**ALLAS is soon to have a gallery in which to suitably house the works of Frank Reaugh, internationally known landscape cattle painter of Texas, and citizen of Dallas. His collection of paintings is to be donated to the public of Texas and the Southwest.

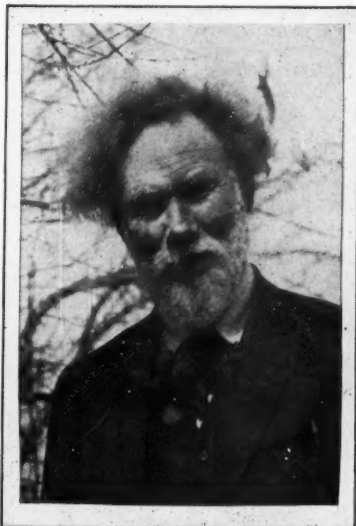
The institution is to be educational, illustrating and contributing knowledge, not otherwise available, on certain subjects of interest to Texans and to the people of the Southwest generally.

Plans for the studio comprise three exhibition rooms; one for a series of paintings illustrating twenty-four hours with a herd of cattle, one for sketches and studies, and one for other paintings. Opening into the side of the central of these will be a smaller room with a floor somewhat raised, which may be used for a music room or for a lecture platform. In the wing of the building is a class studio, and above this the artist's private studio so arranged as to allow him to work undisturbed therein. There will also be two small rooms in the tower, a hall, two or more rooms in the basement, a vault, lavatory and bath rooms, and a loggia; and, connected by a covered way, a small residence building for the artist and others concerned in the care and work of the institution. The studio building is to be fireproof, made of permanent material, and of the most approved design as to lighting, heating, ventilation, etc. All accessory buildings are to be of corresponding material and design; and all plant life on the premises, grouped and arranged to grow in its natural manner, is to be native to Texas.

## The Purpose

**T**HE purpose of the artist in giving this collection of paintings is primarily to perpetuate for coming generations a vision of the famous Texas cattle with their environment as they were in the days of "free grass." A secondary but still an im-

portant purpose in the gift is to show, as much as may be, the scope and method of work of a cattle painter in producing his pictures. He donates the collection now so that he can personally supervise its arrangement, and see that it is so placed that its



FRANK REAUGH

Landscape and cattle painter of the Southwest and citizen of Dallas, whose only influence has been the changing moods of the plains.

educational value may be realized to the fullest extent now, and in the future. He gives it with the expectation that his friends and patrons will see that his wishes are carried out. During his lifetime the artist himself will have control and management of the institution, with the assistance of a Board of Trustees whom he shall approve, and who will thereafter continue the policy thus established. It is his plan to so operate the studio as to make it of maximum public interest and value, creating and stimu-

lating in every reasonable way public interest in painting, music, sculpture and related arts.

Due to the peculiar character of the bequest, and the definite purposes of the artist in presenting it, the art works are to remain permanently as arranged during his lifetime. It will comprehensively show his life work and to that end will remain a one man show. However, works of other artists which he has purchased or exchanged work for may be shown in the class studio or in the basement, as may also the work of advanced students be shown; and in exceptional cases, where lectures and music are essential in connection with worthy transient exhibits, such exhibits may be shown in the central room to allow use of the platform. The three exhibition rooms will be adequate to properly show the donated collection; therefore, though the studio may be repaired at need, no additions are to be made and no buildings are to be put on the grounds other than those designed or approved by the artist.

## Prize Winners

**T**HE collection consists of the following paintings: "The Round-up", "Watering the Herd", "The Stampede", "The Approaching Herd", "Summer Evening", "Summer Forenoon", "Level Landscape", "Road to the West", "Windy Day", "Cattle Chewing Bones", "Brushy Bottom", "In the Rain", "Winter Rain", "Morning Sketch", "Sunrise on the Prairie", two portraits, about one hundred sketches and color studies that have been used by the artist in making larger paintings; six pieces of sculpture as follows: "Awakening of Spring", by Robert Bringhurst, which took honors at the Paris Salon and first prizes at the Chicago World's Fair and at the Tennessee Centennial; "Primitive Music", by Pfeiffer, exhibited at the St. Louis World's Fair; "Study of a Girl", by Lorado Taft; statuette sketch of "Manuelito", by Hermon A. MacNeil; Indian Jar, by Kemys; statuette, by Bringhurst; together with etchings and other works

making a collection valued at approximately \$50,000.

#### When Texas Was Young

**M**R. REAUGH has spent his lifetime in the study of Texas. He has had near half a century in teaching the characteristic beauty and interest of the State. During his youth, spent on a Texas ranch, he learned to love the broad stretches of prairie and the long horn cattle that roamed at will over them. He spent his leisure time studying and sketching them in different attitudes, under varying conditions of time of day, weather, and season; and he never lacked fine subjects among the splendid herds that were each season brought up from the southern part of the State to fatten on the rich grass of the black land belt in North Texas. He realized in those days that he had to know anatomy well enough to successfully draw an animal in any position, and to visualize form in order to be able to make correct drawings offhand. With this end in view he made careful studies of bones as to position, relative length, movement, etc. After a period of study in the art centers of Europe, he returned to Texas, and again took up his painting of Texas cattle; not because he realized that there was room in this field that had been invaded by no other artist, but because of its great appeal to him. And as the early life and history of Texas differ from that of any other State or any other part of the world, so does the work of this artist differ from that of any other. His work stands out alone, unique in subject as well as in handling.

In the days of free grass, the painter used to go out and live with the cowboys for a little while each season so that he might be better able to study at close range the cattle industry and its control. These "knight-errants of the plains" who contributed so much to the development of the West, he found ever courteous to the worker who was minding his own business, and interested in his work; and glad to do as much as they could to make it possible for him to get the subjects he wished. Some of the cowboys were college men from the East, many were well educated, and each had the education essential to his business. Staunch and true, he

could brook no deceit, and was never ready to acknowledge the Easterner as a better man than he, nor was he appreciative of patronizing airs.

In speaking of his early life in Texas the artist said: "I think back on those days as a time of wonderful beauty. There were many wild flowers that have entirely disappeared, and there were ten times as many birds as there are today. Among them were prairie chickens and, during the spring and fall months, cranes, wild geese and ducks in abundance. And fine music those wild things made—the cranes circling aloft, with their bugle call wafted earthward; and the calls of the wild geese that could be heard all night long as they made their passage to more congenial climes. The coming of the norther was heralded by these flights, and the air was full of the sound, as the cattle with raised heads and sensitive nostrils made their way to the ravines or any place of promised shelter.

"The cattle were superb—so alert, so finely groomed, so beautifully colored and marked—roan, dun, blue, rose colored, and wonderful brindle steers striped as beautifully and almost as definitely as tigers. They had remarkable organization for taking care of themselves. Their meetings and performances over a dead comrade were requiems most impressive; and, if a cow thought her calf in danger, she could give a peculiar call that would bring every steer within hearing on the run to her defense.

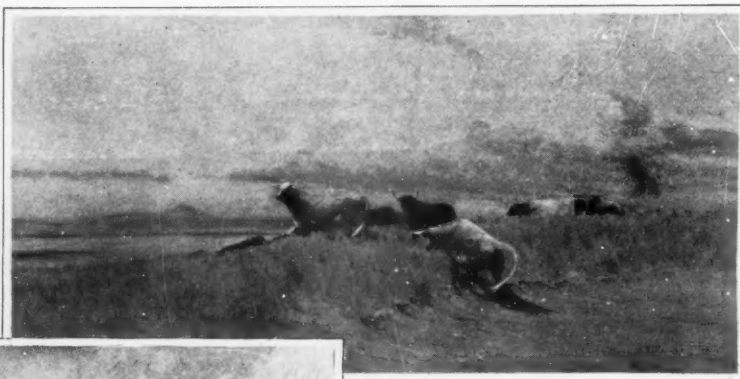
"For the longhorns, life was one of

peace and plenty. Of course the blizzards were hard on them as they were driven, heads down, across an ice-covered prairie before a storm of sleet and snow; but in normal times the grass was good and they knew where the best grass and water were.

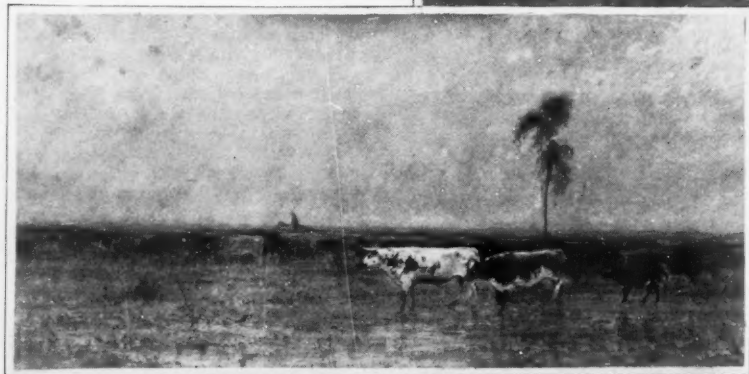
#### North of 36

**T**O those early days before wire fences I go back for the subjects which I put on canvas. I got my best cattle sketches between 1876 and 1890—thirty-five to fifty years ago. In those days Texas cattle and Texas cowboys attained a world-wide fame, tinged with a romance that seems to grow as time goes by. The cattle industry was the biggest thing in Texas at the time; it was the dominant thought of the people. The country seemed to be made for the Texas steer; and, before the coming of the railroads, it was the one industry that could flourish in the West. Cattle could transport themselves to distant markets, and they were driven in herds of thousands over established trails. The Chisholm Trail, leading from Fort Worth north through the Indian Territory and Kansas, was one of the most important of these.

"But the Texas steer and the Texas cowboy are things of the past. When the land was fenced up into small ranches and farms, grass fires were better controlled, allowing the range to grow up in mesquite trees. White-face cattle—blooded, beefy, stupid, and therefore, commercially more valuable—replaced the picturesque longhorns; and the cowboys became merely line riders, whose business it



Upper: "The Fugitives," owned by Mrs. Dwight Horton, Dallas, is a comparatively late picture and has been exhibited in Texas and Oklahoma.



Lower: "In the Rain," one of the series of paintings illustrating twenty-four hours with a herd of cattle, exhibited in Texas and Oklahoma.



Upper Left: Sketch of the studio which will house the paintings of Frank Reaugh, citizen of Dallas and internationally known landscape artist.

Upper Right: "The Approaching Herd," exhibited in all of the principal cities of the North, East and Middle West, was given place of honor when hung in the Chicago Art Institute.

Lower Left: "Watering the Herd" has been exhibited in St. Louis, Chicago, Cincinnati, Pittsburg, Philadelphia, New York, Boston and other cities of the North and East. It was used for some time by the Missouri Pacific Railroad to advertise Texas.

was to see that fences were kept up and to apprehend, if possible, those resentful ones who could not forget the day when the whole range was theirs, and who so reluctantly gave up the privileges long enjoyed. The cowboy of the modern rodeo and of the "wild west" show is a cheap imitation—unreal, exaggerated, and untrue."

Thus is Mr. Reaugh leaving this

legacy, the value of which cannot be computed by any means of material reckoning, to his friends and fellow citizens; to the coming generations of Texans who will love their State, with its history and traditions, as he loves it; to the great Southwest. And as the people shall stand before the canvasses in the days and years to come, they may understand the message of the artist—can see the broad ex-

panses, the thundering herds, the straggling fugitives—and in imagination ride with the cowboy as he risks his life before the stampede or the milling herd; or swing along under the stars with him as he times the cadence of his song to the rhythmic beat of his horse's feet; or watch with him through the loneliness and the solitude of the long night as he croons a lullaby to his restless herd.

## Small Lots and Simplified Practice

**D**URING the last few years, according to the Department of Commerce, retail merchants have been the cause of widespread discussion by the rest of the business community due to the growth of the practice of "hand-to-mouth" buying.

On the one hand have been those ready to see this type of buying as an indication of fear on the part of the retail distributor. This group has been ready to read an interpretation of uneasiness for the future of business. As against this viewpoint, there has been the recognition by another group of a new set of retail buying habits, habits developed in the interest of a greater turnover of business on a smaller investment. Records of business totals have indicated that the volume of business has been on a par with that of years before this practice developed, and they also indicate that these new habits are a factor in steadying business, economists declare.

The simplification of variety, it is pointed out, holds important advantages both to retailer and wholesaler, as well as to the manufacturer. And when the elimination of excess variety is brought about through the adoption by an industry of Simplified Practice Recommendations, the result is that styles are kept very close to demand and the movement of goods from manufacturer to consumer is made more rapid and even. The dangers to retail success are eliminated to a degree through the lessened temptation to purchase in a haphazard manner, and through the ability to carry a more complete stock of the simplified lines.

As the matter is stated in a recent bulletin of the Kardex Institute:

"Small lot buying does not mean a reduction in total volume of purchases, but simply better coordination between purchases and sales. Not many years ago a season's order was placed months in advance, and the

volume of manufacturing was determined by the orders which had been placed. If a retailer had made a bad guess of his need, he was the one who suffered."

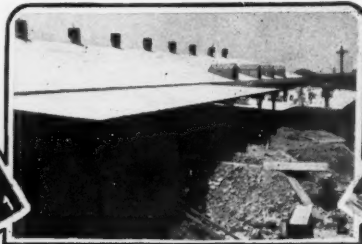
Through the adoption of Simplified Practice, the "bad guess" is minimized, both for the manufacturer, the distributor, the retailer and the user.

### Building Costs

The American Appraisal Company recently computed figures showing costs of building construction based on 100 for 1913. The figures for Texas and the United States for April, 1926, follow:

	All Other States	Texas
Frame .....	204.5	208.0
Brick—Wood Frame ..	215.0	201.0
Brick—Steel Frame	201.6	189.0
Reinforced Concrete	203.4	191.0
All four types of construction .....	206.1	197.1





## Among The Manufacturers



"If Dallas is to grow it must develop industrially." You have heard this said until it has no meaning; until it is so trite that you pass it by as you do a corner that you pass each day. This slogan, for so it has become, should be recast. As it stands it is misleading and it would be more fair and accurate to say: "If Dallas is to grow it must keep on developing industrially."



The so-called "industrial era" is not a goal for the future. It started back in 1904 when Dallas factories first began to feel their power. From that year until 1909 their output increased eleven million dollars in value; between 1914 and 1919 the Federal Census recorded a growth of sixty-two million and in 1925 the production was exactly \$145,492,725 greater than in 1904.

"Dallas"—the reflection of the city whose name it bears—will, in this and succeeding issues, carry short articles on the growth of local factories. Every day old Dallas factories are building new plants; local capital is seeking industrial employment and the output of Dallas manufacturers is increasing.

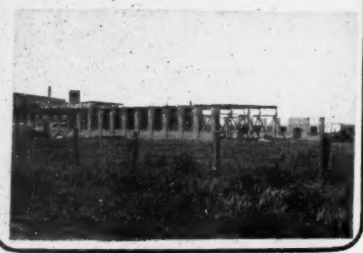
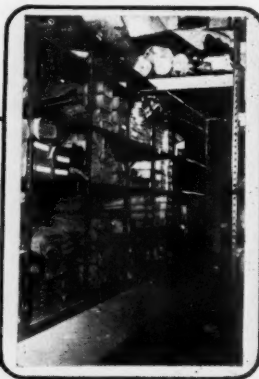
There is no need to feel that Dallas is asleep to its manufacturing possibilities, although there is the necessity of bringing its advantages to the attention of its own people and those of the Nation as a whole.

### The Love Field Potteries

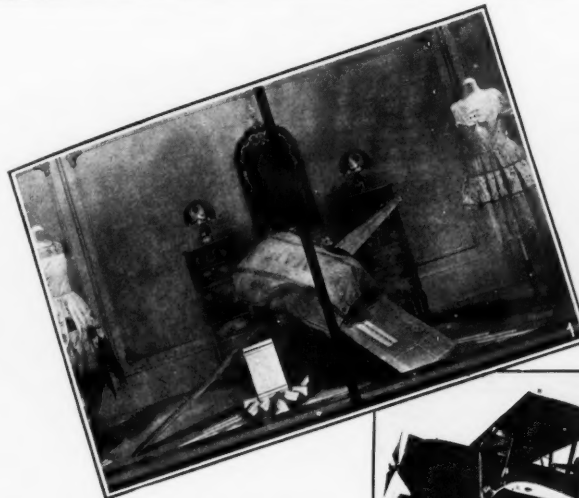
THE Love Field Potteries have passed the age of 2. A precocious child of industrial Dallas, this company has worked its way unaided and today is recognized as one of the leading pottery plants of the South. Early in the Spring, fire forced the closing of the plant for a few weeks but from the embers of that disaster a new, fireproof, brick and concrete building has risen.

Carloads of clay are transformed each month into beautiful, artistic and useful household articles. This clay comes from Winnsboro and Henderson, Texas, where the Love Field Potteries own extensive clay deposits, insuring them against price fluctuations and lack of raw material.

(Continued on page 39)



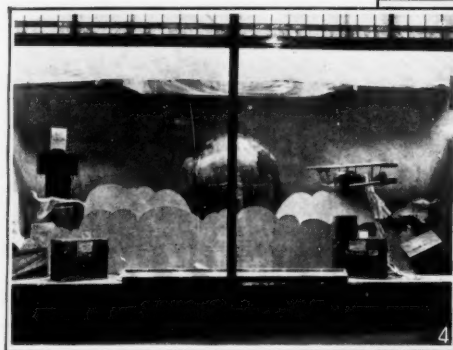




Views numbered 1, 2 and 4 are pictures of the window displays which several Dallas retailers employed in advertising the Dallas-Chicago Air Mail.



(3) "Miss Dallas" just before taking off on her maiden voyage to Chicago. (5 and 6) Air mail being stored in the hold.

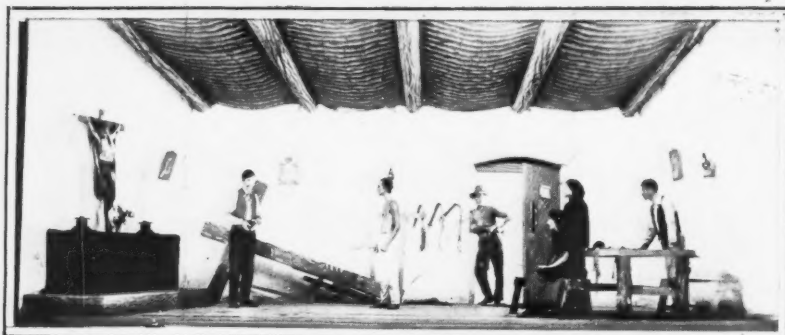


(8) Postal officials and air mail operatives snapped in front of the mail truck which brought the first air mail to Love Field. This mail established a record for the entire route, with a revenue of \$1,291.10, weighing 446 pounds.



(7 and 9) Two other attractive displays featured by the retail merchants. This group co-operated extensively in selling Dallas on its new transportation facility. Their advertisements just before and after the first flight did a great deal towards starting the air mail off right. All of the merchandise shown was brought on the first plane from Chicago which reached Dallas on the evening of May 12.





Upper left—The prize-winning play, "El Cristo." The cast, reading left to right: Blanchard McKee, True Thompson, Roy Cowan, Gerry Swinsky, Julia Hogan, Ernest Saloman. Lower right—"Anna Christie," one of the plays produced by the Little Theater during the 1925-26 season. Characters: Roy Jackson, Roy Cowan, Anna Mangold, Mae Harvey.



## The Little Theater Brings Big Honor to Dallas

By ROY COWAN and LOIS UPSHAW of the Dallas Little Theater



PARTICULAR distinction won recently by the Dallas Little Theater players was the Belasco Cup award for the third successive time in the New York Little Theater Tournament. "Skipper" Hinsdell and his cup-defending crew in Margaret Larkin's "El Cristo," won not only the highest award, but also the Samuel French cash prize for the best original play in the series. This time it was a hard fight. The Shreveport Players gave such a fine production of "The Cajun" that it was by only one vote in the strenuous committee meeting that Dallas kept her cup. It is all the more pleasing to us in the Southwest that Texas and Louisiana should rank at the top of this far-reaching contest. As it turned out, these two States triumphed, not only over fourteen picked American groups, but over two from England. So it was an international affair by the time we got there, and one of the English groups, with a polish and skill that delighted the New York audiences, won third place.

### Publicity for Dallas

DALLAS should feel justly proud of her Little Theater, not only for the honors that the players have won, but for the interest in Dallas that has been created in other cities. The Little Theater of Dallas has accomplished a great deal by focusing

the attention of the entire United States, as well as England, on the fact that the fame of Dallas does not rest solely on commercial triumphs.

The Little Theater began in a very humble way six years ago, playing in one place and another, flitting here and there. Now they are located at 417 Olive Street in their own building, but they have found out that, even though the structure was well planned, it is now far too small. People marvel that the Little Theater has wrought so well. Dozens of villages in Texas have larger and more comfortable houses to play in. The Olive Theater is now entirely too small to accommodate all the people that wish to come to the performance. As a result, workshop plays have to be given up entirely because there is not room for two rehearsals at a time, and many people are disappointed in not being able to get seats when they want them. The Little Theater is not languishing for marbled halls and gilded domes. Some day their dream of a beautiful place in a perfect setting may come true, but all they are working for now is a well ventilated house that will hold an audience of 400 people. It should have a rehearsal room, fly loft, adequate office and dressing room space, a box office and vestibule in out of the weather, lounge and smoking room, carpenter shop, paint room and sewing room. This would make the work easier for everyone and more com-

fortable for the patrons during play weeks.

### Notable Visitors

AMONG the interesting names on the guest roll for the year, not counting any of the 400 who came during the Texas tournament put on by the Dallas Little Theater, are Clayton Hamilton, author and playwright and former professor at Columbia University; Richard Burton, critic and author; Frederick Koch, professor at the University of North Carolina and director of the famous Carolina Players; Zoe Atkins, novelist and playwright, and Dudley Crafts Watson, of the Chicago Art Institute.

If it is possible to get it for amateur production, "Young Woodley" will open the next season in October. This is one of the finest and most likable of the recent American plays. On the tentative list for the next year's productions are "Pigs," "At Mrs. Beams," Bernard Shaw's "Devil's Disciple," "Craig's Wife," "White Collars," and a Greek tragedy.

### The Box Office Proves It

IF you go by the visitors, seat sales, membership, silver trophies, "field work," and the bank balance, you will see that the 1925-26 season of the Little Theater of Dallas has been the busiest and most enjoyable in its six years' history. There were 571

(Continued on Page 26)

# Out Where the Air Begins

*Inviting Out-Door Spots Awaiting Vacation Time*

By DR. J. H. CONNELL, *Executive Secretary, Automotive Trades Association*

**T**HE North American Indian offers, probably, the most marked example in history of the benefits of "life in the open;" and during recent years has supplied the saddest warning of the dangers resulting from close housing conditions and their attendant evils.

Modern "cliff dwellers" of office buildings, apartments and hotels have food to spare but often starve for air. Hence the popular demand for parks, camps, links and highways. Long life in man or woman is the most valuable possession of the human race. The favorable conditions fostered by our civilization have almost doubled the human life-span for American citizens within the past century—and the end is not yet in sight.

Some wise one has advised that "every man should have a hobby that will take him into the open air every day." There are not hobbies enough to go round. Some insist that weeding the garden or trimming the lawn are true out-door diversions, while others believe that "diversion" begins where these engagements end.

Dallasites can enjoy a wealth of beautiful scenery, but it is often necessary to drive a few miles from the towns or the great highways. On a "motor car prow!" for beauty spots the unexpected often greets you with charming surprise. But we should not expect the impossible. Good duck shooting is not to be found at the end of the street car line, and the combination of good fishing and "fine hotel accommodations" are rarely joined. It is in the virgin spots that Nature is found at her best. There are yet many out-of-the-way places in Louisiana, Arkansas, Oklahoma, New Mexico and Texas that are well worth visiting with rod or gun or out-board motor. Good accommodations can be taken with you almost anywhere, thanks to the automobile.

## A Private Lake

**T**HE extended shore line of the Gulf of Mexico should always challenge the camper and the tourist. Our Gulf shore waters are never fished out. They are easily reached by Dallasites in an over-night ride by automobile or train. This vast body of water means so much to Texans—both commercially and as a matter of diversions—that we should endeavor to change the name from the Gulf of Mexico to the Sea of Texas! No waters touching the American Continent have more to offer by way of health and pleasure, fishing, boating and bathing. Our 5,300,000 Texas population knows very little of this salt water coast line, its diversions and relaxations.

Camping for a day, or for a week-end vacation, in some of the pleasant

spots within a few hours' drive of Dallas is often a family affair. The choice of an invigorating camping experience upon the head waters of the Llano, Concho, Colorado or Brazos rivers, or possibly the Arbuckle or Kiamachi Mountains of Oklahoma, or the Ozark Mountains of Arkansas, is open to us. A drive of some two days will take one to the snowy mountains of Alamogordo, New Mexico, located north of El Paso and west of Roswell. But under the conditions of modern highway and railway travel, Texans often fare further afield, to the mountains of Colorado, Yellowstone Park, the Pacific Coast, Glacier National Park, the Canadian Rockies, the lake regions of Minnesota, Wisconsin and Canada, and still farther east.

Space is too limited to name all of the many recreation grounds and beauty spots to be found within a few hours' trip from North Texas points by auto or train, and only a few are suggested: Lake Dallas, Lake Worth, White Rock, Bachmans', Gravel Slough, Bois d'Arc Island, Glen Rose, Mineral Wells, Thorpe Springs, Breckenridge, Caddo Lake, Marlin, Lake Kemp, Cisco, Lake Wichita.

Within a day's ride we can reach the following lakes and resorts: Medina Lake, Landa's Park, Medicine Park, Brackenridge Park, the Ozarks, Lampasas, Marble Falls, Kerrville, Junction, Madera Springs, Lake Abilene, Hot Springs, Galveston, and other Gulf resorts.

Within two days by automobile, the vacationist can stop in hotel or camp at Corpus Christi, Del Rio, the Davis Mountains, Carlsbad, New Mexico, El Paso, Alamogordo, Palo Duro Canyon, Joplin, Missouri, or Trinidad, Colorado.

These lists can be greatly extended. We mention no club lakes or private reserves, whose number increases constantly.

The Dallas Chamber of Commerce maintains a reliable Information Bureau on all questions relating to highways, resorts, hotels and camps.

During the heated summer term, many automobilists make a "night drive" out of Dallas to the highlands of Arkansas, Texas or New Mexico in order to escape the high temperatures of daylight hours. A drive of one night will bring the vacationist within easy reach of the Gulf shore resorts.

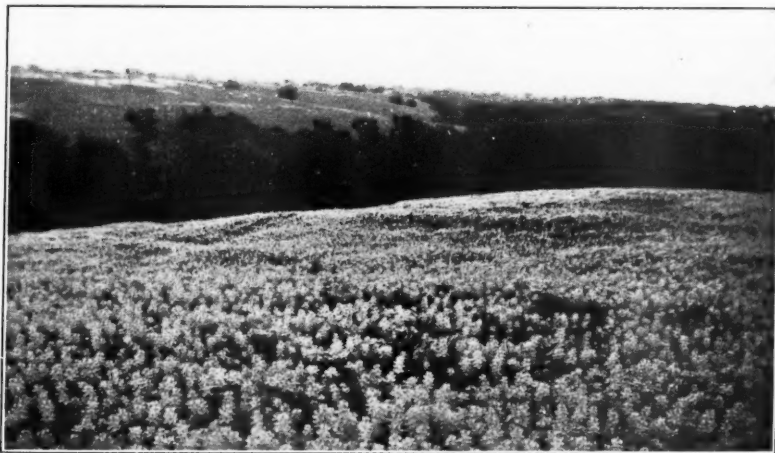
## Camping

**L**ITTLE effort is required to prepare for the highway tour or a camp hike. In fact, too much preparation spoils the flavor of the vacation. Thousands of families now enjoy camping out for a few days who can get no long vacation. The time is past when camping involves discomfort and hardship. The auto has changed all of our former ideas in this matter. Necessary comforts may include the ice box and radio, as well as the air mattress and the camp oven by those who travel deluxe, but it is generally agreed that too much luggage and equipment spoils the camp atmosphere.

In June last year, we made a swift drive of an hour by car from our regular camp and fished out the morning in a strange lake, bordered by a dense forest. At noon, the camp fire of driftwood soon had fresh fish done to a turn, with coffee to match. Suddenly, on our side of the lake, two deer came down to drink and waded far out into the water. They noticed our party and gave every evidence of curiosity, walking cautiously along the shore line, to within a hundred and fifty yards, when doe and fawn sprang into the heavy timber. It made a beautiful "action picture" of wild life.

Whether it be bank clerk, merchant, attorney, salesman, office worker or

(Continued on page 27)



—Photo by Edward Rines.

A Field of Bluebonnets—Off the Beaten Track in Dallas County





"Powerhouse of the Famous Dallas Spirit"

## Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

M. L. BOHAN, EDITOR

EARL Y. BATEMAN, ADV. MGR.

Vol. 5 June, 1926 No. 6

### DALLAS CHAMBER OF COMMERCE OFFICERS

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ADVERTISING RATES ON APPLICATION

Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member Chamber of Commerce of the United States

# Report of the Annual Meeting of the Chamber of Commerce of the U. S. A.

By GEO. WAVERLEY BRIGGS, National Councillor

**I** NTERESTED in a specific undertaking of importance to our Chamber of Commerce, Dallas sent to Washington the largest delegation in the history of its co-operation in the work of the National Chamber, there being fifteen registrations from our city, namely: Mr. and Mrs. E. R. Brown, Mr. and Mrs. Simon Linz, Mr. and Mrs. Frank Watson, Mr. and Mrs. A. L. Reed, Mr. and Mrs. George Waverley Briggs, and Messrs. Louis Lipsitz, T. P. Junkin, George S. Bird, George D. Hunter and L. H. Lacy.

Our particular concern was the election of Mr. Lipsitz as director of the National Chamber for the department of natural resources production, a task that was simplified by the popularity which Mr. Lipsitz had already attained among the general membership of the Chamber through his protracted and efficient service in behalf of the national program, which culminated in the fall in his designation by the board itself to fill a vacancy in the directory. So vividly had Mr. Lipsitz' usefulness been impressed upon the personnel of the Chamber's membership that, notwithstanding the requirement of the by-laws that two candidates must be voted upon for each directorship, his candidacy was unopposed from the beginning, and in company with but one other director similarly honored, he was formally nominated by the National Council and elected by the general membership without an opponent.

### Dallas Honored

**D**ALLAS was otherwise complimented by the appointment of E. R. Brown, president of the Dallas Chamber of Commerce, to membership on the National Chamber's committee on resolutions, which is chosen with extreme care and circumspection to insure the selection of the ablest and most representative minds to consider, analyze and reject or approve the questions on which American business seeks expression from the National Chamber. It is this committee, therefore, that gives form and substance to the purposes which American business confides to the National Chamber for promotion and consummation.

The committee's expression, covering a wide range of social and economic issues, becomes the vocalized sentiment of the mature, sifted thought of American business and the chart by which the National Chamber will direct the activities of the future. In it are included a call upon American business to co-operate, through

the awakening of public opinion, in the suppression of crime; an endorsement of the Federal Reserve System, and a recommendation that charters of the federal banks be extended for an indefinite period; a recognition of the dependence of business upon agriculture and its obligations to it, and the proffer of the Chamber's aid in the solution of agricultural problems along the lines of sound economics; an earnest recommendation to American business to promote commercial aeronautics as a facile instrument of commercial progress, and a request that the Congress, in its consideration of federal taxation, supplement reduction for the benefit of the individual with corresponding relief to corporate enterprise.

### Government Regulation

**T**HE general theme of the program and the pertinent discussions of the meeting was self-regulation in business, emphasizing the necessity for business to control itself properly if it is to remove altogether the constricting and retarding limitations which government, in the interest of the public welfare, has placed upon its administration. The question was: If the business man objects to governmental regulation, what can he do, individually and in chambers of commerce and trade associations, to improve business relationships and narrow down the field for official control? The answer was found in constant introspection and ceaseless striving for the attainment of the standards of conduct which are imposed upon business by the conception of business as an instrumentality of service for the public good. This, in essence, formed the counsel of such leaders of business and public thought as John W. O'Leary, President of the Chamber of Commerce of the United States; Herbert Hoover, Secretary of Commerce; Albert C. Ritchie, Governor of Maryland; Julius H. Barnes, past president of the Chamber; Owen D. Young, chairman of the American Committee of the International Chamber of Commerce, and a host of others of like prominence and distinction.

The delegates gratefully acknowledge the courtesies, during its visit in Washington, received from Senators Morris Sheppard and Earle B. Mayfield, Congressman Hatton W. Sumners, Mark L. Godwin, Washington correspondent of the Dallas News, and Joseph S. Leopold, Manager of the South Central Division of the National Chamber.



## What May Brought to Dallas

**T**HE start of the Air Mail and the announcement of the Southern Pacific program were the outstanding events during May. On the 12th of that month several thousand Dallasites journeyed to Love Field to watch Miss Dallas and Miss Fort Worth hop off on a journey that was to bring Chicago thirteen hours closer to Dallas and New York thirty-seven hours nearer the Dallas postoffice.

The Southern Pacific Railway has presented a petition to the City of Dallas asking the grant by ordinance for revision of tracks between Commerce and Eakin Streets, on Central Avenue, and the construction of new freight terminals to cost about \$1,500,000. The two freight structures will be 600 feet long, 200 feet wide, and two or more stories in height.

A new population figure—200,000—was given out by the Census Bureau and has caused considerable protest in this city. The main weakness lies in Dallas itself as the area comprised in the estimate—the incorporated limits—is only 26 square miles, the smallest of any major Texas city. The announcement of the Chamber of Commerce that its influence would be thrown solidly behind an annexation program which will, if successful, make Dallas indisputably the greatest city in Texas.

Another event of much significance was the action of the State Fire Insurance Commission in granting Highland Park and University Park

credits of 12 and 15 per cent respectively on their fire rates, while Dallas has been penalized 6 per cent.

### Air—Hot and Otherwise

**M**AYOR Blaylock and the City Commission have assumed full control of the Municipal Landing Field. Regulations have been passed governing the use of Love Field, and inspectors appointed to enforce them under the supervision of Louis S. Turley, Fire and Police Commissioner.

Among other regulations the code forbids flying over the city at lower altitudes than 2,500 feet, and over Love Field lower than 500 feet. No stunt flying may be done over the city and such performance must not

be lower than 1,500 feet at the field.

Orders have been issued by the Commanding General of the Eighth Corps Area that a United States Air Reserve Post be established in Dallas within the next few weeks, and Major Josef H. Noyes has been made commanding officer of the post. This will mean that Air Reserve officers in Dallas will not only have sufficient planes for training but will be able to receive specialized instruction in aeronautics.

### Commercial Brevities

**T**HE long-sought entry of the Santa Fe Railroad through trains into Dallas direct will become a reality during the month of June,

KAHN'S SOUTHWEST'S LEADING STYLISTS KAHN'S



## COMFORT

*cuts strokes from  
your score*

You know how hard it is to "get right" if you're not comfortable—your mind is on your clothes and not on the ball. It will only take a few minutes of your time to get ready for a long summer of golf.

Linen Knickers

**\$2.50**

—and up to \$7.50

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Main and Elm at Lamar

### HELP THIS SALESMAN SELL YOUR GOODS

On the 10th of July a new salesman for Dallas is starting out on a tour of the Southwest.

He will represent every service and commodity offered by the Dallas market.

He will charge you no commission; nor will he offer you an expense account to worry over.

This salesman is the Fifth Membership Directory of the Dallas Chamber of Commerce.

Thousands of dollars' worth of merchandise and services have been sold by this Dallas Salesman.

Be sure you are properly classified and if you want to tell Dallas and the Southwest more about yourself call the

Advertising Department

"DALLAS"

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and ask for Earl Y. Bateman

while another important announcement in railway circles is that of the Southern Pacific that its tracks on Marilla Street will be removed between Young and Ervay. This will open up an important by-pass between Lower Dallas and South Dallas, via Ervay Street.

The Canadian Pacific Railway has opened an office in the Southwestern Life Building, in charge of H. L. Tingle.

A group of Nashville men were in Dallas last month inspecting the Santa Fe Building with a view of promoting a like enterprise in their own city.

T. M. Cullum has been elected active vice president of the Central National Bank and Central Trust & Savings Bank, following the resignation of Frank H. Blankenship as president. Mr. Cullum will perform the duties of president for the time being.

George Q. Youngblood is president of the Dallas Flint Company, which last month took over the distribution of the Flint automobile in North Texas.

Robert N. Watkin has been appointed a member of the National Bureau for the Advancement of Music, and will visit New York during June in connection with the convention of

the National Association of Music Merchants.

The Japan Cotton Trading Company, which for many years has been located in Fort Worth, will move its offices to Dallas upon the completion of the Cotton Exchange Building. The reason for this move is that Dallas is the telegraph and cotton center of the State. This firm buys over 400,000 bales yearly, two-thirds of which go to Japan and the balance to Europe.

W. D. Garlington has become associated with the Morgan Warehouse & Commercial Company. He will be in charge of the brokerage and distributing department.

L. B. Gilbert, formerly sales manager of Devoe & Reynolds Co., Inc., has been appointed manager of the Texas branches, with headquarters at Dallas.

C. T. Dean, president of the American Beauty Pass Book & Cover Company, advises the Chamber of Commerce that the name of this concern has been changed to the American Beauty Company.

The Muller Dye Works has doubled the capacity of its plant, installing new equipment throughout.

R. W. Helms has been appointed manager of the Dallas branch of the Berger Manufacturing Company, succeeding Geo. P. Galvin, who was promoted to general sales manager of the same concern, with headquarters at Canton, Ohio.

The Victor X-Ray Corporation of Texas has established a regional service depot at San Antonio. Headquarters of this firm are at Dallas.

E. E. Wallace, for seventeen years connected with the Pierce Oil Corporation, has resigned to become manager of the Dallas plant of the Transcontinental Petroleum Company.

#### Club and Organization Activities


H. J. FLAKE is the new president of the Dallas Wholesale Credit Men's Association. He succeeded C. H. Dollison. Other officers are: L. T. Dysart, vice president; W. Z. Hayes, treasurer, and E. F. Anderson, secretary.

Rabbi Morris N. Taxon of Dallas has been elected president of the Texas Zionist Association.

Edgar L. Flippen has been chosen president of the Dallas Little Theater and Eli Sanger, vice president. All other officers were re-elected.

Dallas Masons have revived plans for the construction of a million-dollar temple at Harwood and Canton streets.

Judge Peter J. Hamilton, formerly Judge of the United States District Court of San Juan, Porto Rico, has been elected dean of the School of Law at Southern Methodist University. Judge Hamilton, Judge W. A. Rhea and R. B. Holland will compose the teaching staff of the law school, which starts its second year next September.




SKILL · INTEGRITY · RESPONSIBILITY

## Choose Your Bidders

Furnishing plans and specifications to a promiscuous list of bidders destroys the efficacy of competition. The lowest bid among a group of bidders unequal in ability is, too often, the result of error or ignorance.

If you would have your building represent dollar for dollar value, honestly constructed by contractors of proven ability, permit only contractors of skill, integrity and responsibility to figure your plans.

FOR BUILDING SATISFACTION—  
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During the month of May there were four new Budget Subscribers and sixty-four new Individual Members added to the Chamber of Commerce Roll, making a total of seventy-eight new memberships.

#### New Budget Subscribers

Christy-Dolph Construction Company; L. A. Christy, G. E. Dolph; Contractors-General, Building Construction; 806 Central Bank Bldg.  
Sutton, Steele & Steele, Inc., Walter Steele; Foundry, Iron and Steel Mfgs.; Forney Ave.; Corner Fletcher and Gurley.  
Texlite Electric Sign Company, K. Jones; Electric Sign Mfgs.; 3413 Trezevant Street.  
The Waldorf Hotel, Mrs. B. Galloupe; Hotel; 1302 Commerce Street.

#### New Individual Members

All-Brite Electric Sign Company, H. G. Gunn; Electric Sign Manufacturers; 735 Cantegral Street.

Ashley Photo Service, Edward E. Ashley; Commercial Photographers; 3501 Ross Avenue.

Ashley & Company, Inc., Homer Ashley; Toilet Preparations; (Manufacturers of Ashley's Hair Tonic); 1325 Wood Street.

Atlas Plan Company of Dallas, J. N. Walston; Industrial Loans; 1421 Commerce Street.

Atlas Sign System, S. Sternkorb; Display Signs; 2411½ Main Street.

Bingo Manufacturing Co. of Texas, T. T. Price; Confection Manufacturers; 1003-7 Hord Street.

Bliss, Stanley W., Architect; 423 Mercantile Bank Building.

Blue Bonnett Company, J. H. Katz; Underwear, Wholesale; 10th Floor Santa Fe Building.

Bonded Transfer Company, W. H. England; Transfer and Storage; 1411 Camp Street.

Cemetery Supply Company, H. A. Sides; Monuments, Cut Flowers, etc.; 1326 East Pike.

Bert Cook Garage, Bert Cook; Garage (General Repairing); 3654 Haskell Avenue at East Side.

Crowley Brothers, Jack Crowley; Cement Contractors; 3017 Knox Street.

Dallas Audit Company, G. C. Lewis; Traffic Consultants and Accountants; 4312 Sycamore Street; P. O. Box No. 306.

Dallas Box Lunch Company, T. H. Harper, Jr.; Box Lunches; 614 Commerce Street.

The Dallas Disinfecting Company, M. B. Pruitt; Disinfectants and Janitors' Supplies; 604 N. Akard Street.

Dallas Novelty Company, H. E. Johnson; Coin Operating Machines; 619 Santa Fe Building.

Dobson & Company, H. P. Cooke; Salvage (Wholesale and Retail) and General Merchandise; 2527 Elm Street.

Edwards Wheel & Body Works, Inc., Fred L. Edwards; Commercial Body Manufacturers; 3900 East Side Avenue.

El Fenix Cafe, Mike Martinez; Restaurant and Cafe; 1608 McKinney Avenue.

Jack Gardner's Orchestra, Jack Gardner; Orchestras and Bands; 5222 East Side Avenue.

H. L. Grable Company, H. L. Grable; Advertising Agency; 606 Mercantile Bank Building.

Fred W. Grant; Tires and Tubes, Wholesale; 1505 Young Street.

The Greer Sign Manufacturing Company, J. E. Greer; Sign Manufacturers; 3809-11 Oakland Avenue.

Mother Hansen's; Restaurant and Cafe; 105 N. St. Paul Street.

Guarantee Liquid Measure Company; A. W. Bowser; Gasoline Pumps and Tanks and Lubricating Oil Equipment; 4th Floor Santa Fe Building, Unit 2.

Hawkins Warehouse Company, W. L. Herring; Warehouse Company; 519 N. Hawkins Street.

B. F. Hill & Company, B. F. Hill; Store Fixtures and Restaurant Equipment; 600 N. Akard Street.

(Continued on page 16)

Write 100 words!

with a  
**SEMI-HEX**

Pigs may be pigs but there is a difference in pencils. Write 100 words with a Semi-Hex to prove it. Get the feel of its perfect balance, the finger comfort of its rounded corners. Note the smooth, easy writing of its long-lasting lead. Compare it with any other pencil on any basis. Semi-Hex is "the pencil incomparable." It deserves to be your favorite writing instrument.

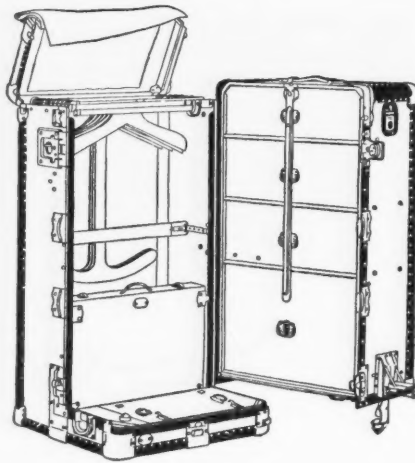
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Consulting and Constructing Engineer

**Reports and Appraisals**  
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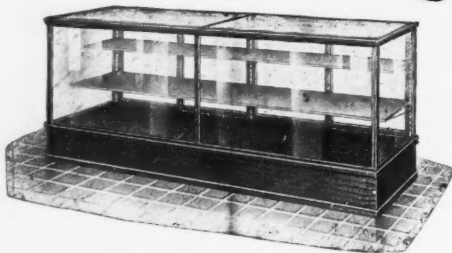
Interurban Building      Dallas, Texas  
Twenty-Fifth Year in Business in Texas



WHEN YOU TAKE  
YOUR VACATION  
TAKE PADGITT LUG-  
GAGE WITH YOU.  
IT WILL INSURE  
THE SAFE ARRIVAL  
OF YOUR EFFECTS.

Trunks - Bags - Cases and all kinds of  
Good Luggage

**Padgitt Bros. Co.**  
1014 COMMERCE ST. OPPOSITE MARTIN.  
RETAIL — "FINE LEATHER GOODS" — WHOLESALE



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Modern  
Store  
Fixtures

From Manufacturer Direct to  
You—at a saving in price and  
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**SOUTHERN FOUNTAIN & FIXTURE MFG. CO.**  
DALLAS, TEXAS

Jamerson & Ebner, D. R. Jamerson; Roofing Materials; Ready Built Steel Buildings, etc.; 602 Allen Building.

Johnson's Self Service Store, Robert H. Johnson; Groceries, Retail, and Bakery; 1608-A Commerce Street.

Kelly Bros. Garage, C. E. Kelly; Garage (General Repairs); 301 S. Haskell Avenue.

Lone Star Express & Transfer Co., W. P. Pike, Propt.; Express Company and Transfer and Storage; 3616 S. Fitzhugh.

Dr. J. M. McMinn; Dentist; 1510 Medical Arts Building.

Metropole Cleaners & Hatters, Frank Nick; Hatters and Cleaning and Dyeing; 1511 Main Street.

Sam B. Mittenthal; Millinery, Wholesale; 11th Floor Santa Fe Building.

Morris Disinfecting Company, G. N. Homestead, Manager; Disinfectants and Janitors' Supplies; 602 N. Akard Street.

Muller Dye Works, G. C. Herring; Cleaning and Dyeing; 3405-7 Grand Avenue.

Nu-I-De Cleaners, Miss Lillian Hatcher; Cleaning and Dyeing; 2525 Cedar Springs.

W. F. Pearson; Real Estate (Country Club Estates); 1013 Republic Bank Building.

Pennsylvania Railroad, W. R. Martin; Railroad Companies and Officials; 1311-12 Southwestern Life Building.

George Pfouts; Insurance Agency; 509 Central Bank Building.

Post Office Pharmacy, B. D. Pierce; Retail Drugs; 1621 Bryan Street.

Potter Art Iron Studio, Henry C. Potter; Lighting Fixtures and Ornamental Iron; 2927 N. Henderson Street.

E. F. Puls; Executive Secretary, Athletic Club; Athletic Club Building.

Radium Ore Liner Jar Company, J. W. Carroll; Radium Ore Lined Jars; 1818 Live Oak Street.

Rayford Syrup Company, A. J. Rayford; Syrups and Molasses; 2534 Forest Avenue.

Reinhardt, West & Company, Floyd West; Insurance Agency; 925 Santa Fe Building.

The Republic Tile Company, J. Furlan; Tile Contractors; 701 S. St. Paul Street.

Dr. Frank E. Rutherford; Veterinarian; 924 Forney Avenue.

Wormser Hat Stores, Guy C. Sampson, Mgr.; Millinery, Retail; 1312½ and 1604 Main Street.

Servel Corporation, John E. Wright; Electrical Refrigeration; 1403 Republic Bank Building.

Shiels Planing Mill Company, A. Y. Shiels; Planing Mills; 4007 East Side Avenue.

Harry Sigel; Investments; Waldorf Hotel.

Skinner Bros. Belting Company, Jas. M. Stovell; Belting and Packing and Mechanical Rubber Goods; 1305 Young Street.

Southern Salesbook & Specialty Company, R. L. Liddy; Autographic Registers, Steel Furniture and Safes; 203 Mercantile Bank Building.

Geo. W. Stolte Company, Geo. W. Stolte; Druggists' Sundries, Phonograph Records; 301-7 N. Market St. Room 210-11.

Suburban Acreage Company, M. W. Bean; Real Estate (Suburban Acreage); 622 Mercantile Bank Building.

Triple X Root Beer Co. of Dallas, R. F. Cuenod; Beverage Manufacturers; 1215 Zanga Boulevard.

Turner & Rodgers, Chas. D. Turner; Attorney; 1010 Republic Bank Building.

United Auto Service Company, C. Sharle; Automobile Clubs; 211 Texas & Pacific Building.

Vaughan Manufacturing Company, H. L. Vaughan; Work Clothing Manufacturers; 841½ Exposition Avenue.

Wales Manufacturing Company, W. O. Coleman; Handkerchief and Tie Manufacturers; 2003 Bryan Street.

C. C. Walsh, Federal Reserve Bank; Banks and Bankers; 3606 Crescent Avenue.

The Jack Walton Company, Jack N. Walton; Roofing Contractors; 1514 American Exchange Building.

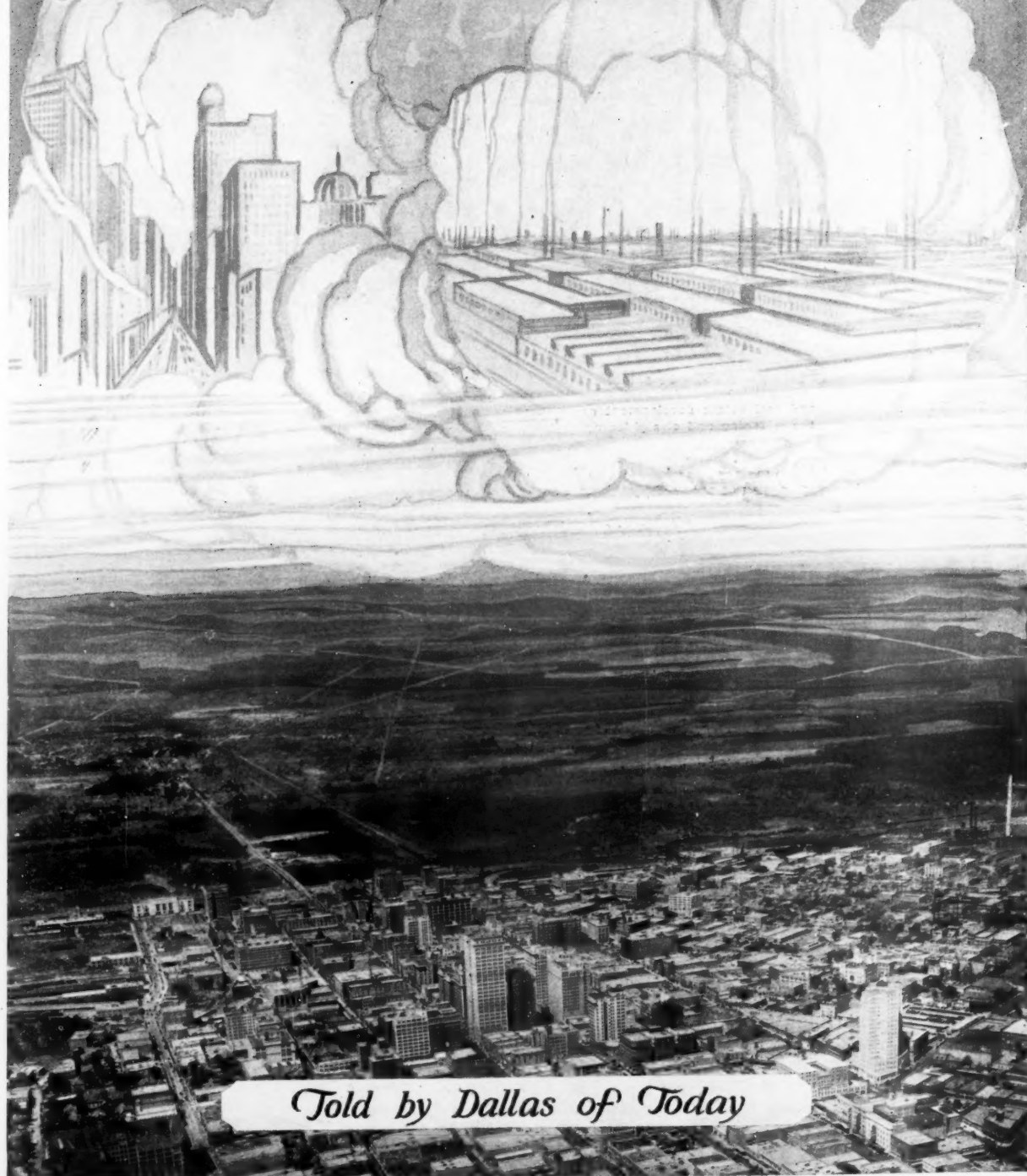
H. G. Williams; (Robert, Johnson, Rand Shoe Company) Shoes, Wholesale; Parlor W. Southland Hotel.

Wills-Smith Company, William S. Livezey; Publishers; 610-11 Southwestern Life Bldg.

W. R. Zanes & Company, W. R. Zanes; Custom House Brokers; 707-8 Praetorian Building.



# *A Vision of* **GREATER DALLAS OF TOMORROW**



*Told by Dallas of Today*

# *Private Interests Shall Not Stand in the Way of Public Progress*

*Thus Ruled the United States Supreme Court in the Pacific Avenue Track Removal Case*



\$15,000,000 of building and real estate development came in this district following the removal of the tracks from Pacific Avenue, the widening and straightening of Harwood and the opening and widening of St. Paul.

## *Two Dominant Factors Hampered the Growth and Development of Dallas*



AS A RESULT of the 1908 flood, Dallas folks did two worth-while things. The first was to build the Oak Cliff Viaduct. The second was to employ Geo. E. Kessler, one of America's greatest city planners, who made a complete survey of Dallas pointing out obstructions which must be removed in order that the city might grow and prosper. Kessler's report showed that there were the two dominant factors hampering the growth and development of Dallas; namely, the railway tracks on Pacific Avenue hampering development to the north and the flood plains of the Trinity hampering development to the west, south and northwest.

Kessler's recommendation, for the removal of the tracks from Pacific Avenue, met at first with derision, and later with active opposition, but it has now been put into execution. It was necessary however to fight the case through the Supreme Court of the United States, on account of contenders who felt that their property rights were being jeopardized. In this case the Supreme Court handed down the now famous dictum: *Private Interests Shall Not Stand in the Way of Public Progress.*

Today, no one questions the wisdom of the removal of the tracks from Pacific Avenue. Instead of property on the Avenue being damaged, values have increased from 100% to 400%. Dallas as a whole has profited through the creation of new and safer trafficways.

The leveeing and straightening of the Trinity will prove of greater benefit to property owners and to the community as a whole than did the removal of the tracks from Pacific Avenue.

The plans for leveeing and straightening the River and reclaiming the waste lands and building bridges and viaducts connecting two sides of the river have the approval of our County Engineer, our City Engineer, our City Plan Engineer, our State Reclamation Engineer as well as many eminent engineers of other cities who have visited Dallas and given study to the project.

## Waste Lands Will Be Reclaimed

According to plans of engineers, the river will be moved half of mile west. Its waters will flow between the two levees shown by the white lines drawn on the photograph below. Thousands of acres of land now practically worthless will be reclaimed. Busy streets lined with fine buildings will cover these reclaimed lands. A wilderness will be converted into a great industrial district.



AERIAL PHOTOGRAPH OF TRINITY VALLEY THROUGH DALLAS.

(Note the many twists and turns now made by the river. The two broad white lines were drawn on the photograph to roughly indicate the location of the two levees. The waters of the river will be confined between the levees. The letter E gives the location of the Union Station. The Texas & Pacific and the Commerce Street crossings are shown. This photograph does not show the Oak Cliff Viaduct nor the Interurban Bridge.)

### Brief Description of Plan for Leveeing the River and Reclaiming Waste Lands



**NEW CHANNEL** will be dredged out between the two levees as indicated on the picture above. These levees will be from 2000 to 3000 feet apart. They will be 30 feet high and will be sodded with Bermuda grass, the

dirt required for the construction of the levees as well as the dirt required to fill in behind the levees will be dredged from between the levees, thus giving a new floodway of sufficient depth and width to take care of from  $2\frac{1}{2}$  to 3 times the volume of the flood waters

of the river at its highest flood stage of 1908.

The estimated cost of the construction of the levees is \$4,000,000. The estimated cost of filling in land is \$2,000,000.



# PICTURING THE RECLAMA



## What the Picture Means

**T**HE picture above was copied from one drawn by John Knott. Mr. Knott had given careful study to the plans of engineers and the picture here shows how the Trinity Valley will look after the river has been leveed, the waste lands reclaimed, streets and bridges have been built and the whole territory has been covered with

business establishments, jobbing houses and manufacturing plants.

In order to get enough dirt to build two levees and to fill in the lowlands behind the levees, a great basin will be dredged out from between the levees, providing a lake from 1000 to 1500 feet wide and from 15 to 20 feet deep. The lake would extend from the present viaduct to the McKinney Avenue-Eagle Ford Road crossing. This will not only afford a splendid park and pleasure lake within the heart of the city but will also provide

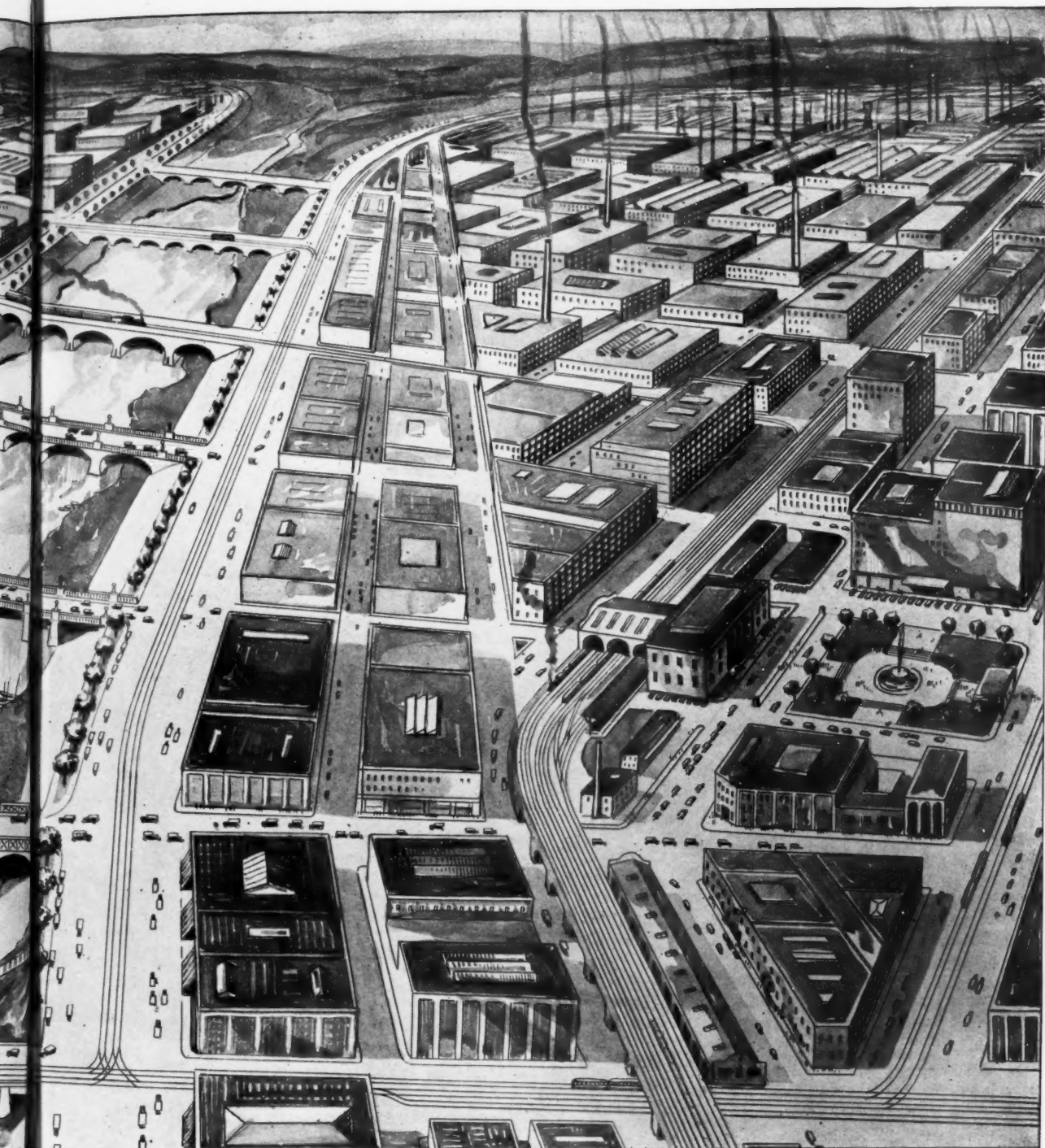
an auxiliary supply of water for fire fighting purposes.

## Solving Our Traffic Problem

The solution of the Dallas Traffic problem has only one answer to provide more trafficways. Leveeing the river, reclaiming the waste lands will afford opportunity for a number of additional crosstown through trafficways. Both to the north and to the south of our present viaduct will be



# RECLAMATION OF THE TRINITY



built streets and bridges connecting existing streets on the east and west sections of our city. Dallas will then become one great city. Today, ninety per cent. of the traffic moving across the river is forced through the central business district. This plan giving direct through trafficways will relieve overcrowding in the central business district and by distributing traffic equitably through North Dallas and South Dallas will bring about a revival of values in these two sections. Giving adequate traffic connections to Oak Cliff, Trinity Heights and West

Dallas will mean immediate and great development for these sections.

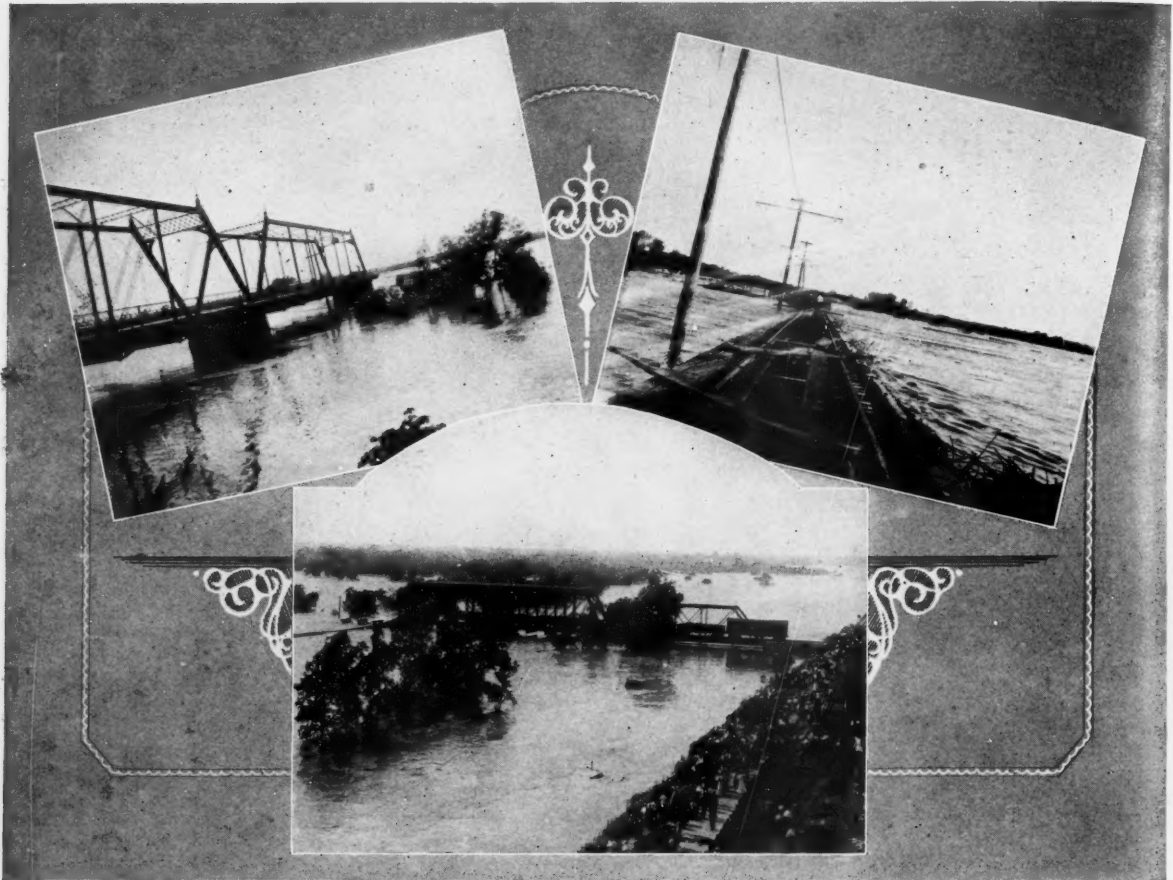
## *Dallas Needs Factories*

We in Texas and especially in Dallas are largely a bunch of traders. Our trading amounts to from a billion and a quarter to a billion and a half yearly, while the output of our factories runs around a million and a half yearly. The trader is all right, he is a fine fellow and is rendering a real service, but the man who builds is the man who produces. Dallas

needs more manufacturers. There are 23 times as many men employed in manufacturing in the Northeastern states as are engaged in manufacturing in the southwest. Manufacturers of the northeast are looking to the southwest for locations. The southwestern city offering best facilities will secure the best and largest of these plants.

The reclamation of the Trinity River valley land will enable Dallas to outbid all other southwestern cities in competing for these desirable manufacturing plants.

## Trinity Crossings Wrecked by 1908 Flood



Upper left—Old Commerce Street bridge—west approach gone.  
Upper right—Street railway viaduct out of commission.  
Lower picture—T. & P. bridge a few minutes after the west approach had gone down the river carrying two men with it. A string of loaded coal cars saved the bridge.



HE TRINITY has some rather peculiar flood habits. Frequently there will be three or four years in succession when the river will not leave its banks during the entire period. Then it is almost certain to follow that there will be four or five years in each of which the river will overflow to a depth of six to ten feet in the lowlands. Then again at intervals of about eighteen to twenty-two years the river has a habit of having a big flood, when it rises far higher than it does during the usual years.

The biggest flood of recent years was in 1908 when the river reached a gauge height of 52.6 feet. This flood did damage to the amount of \$2,500,000. Most of West Dallas was under water. All the railroad tracks and train services in Dallas were out of commission because of the depth of

water on the tracks.

Since the flood of 1908, the river flood plain has been changed. The Union Terminal passenger station has been built, and between it and the river, the passenger train yards have been made. All this was under



ROCK ISLAND TRACKS NORTH FROM  
T. & P. CROSSING

Several miles north the Rock Island tracks were out of commission. A similar flood today would stop service of Rock Island, Frisco and Denver over these tracks.

water in 1908, and it may be again. The West Dallas Pike has been built and paved since the flood of 1908. Many acres of the flood plain have been used as a dumping ground, filling up and making smaller the flood water channel. Many acres have been filled in with rock and dirt in order for their owners to use them for business purposes; this is particularly true along the West Dallas Pike. Other similar changes have taken place on both sides of the river further down below the viaduct. All of these changes have in every case narrowed and cut down the flood plain. If as much rain were to fall now as in 1908, and the same volume of water were to come flowing down the Trinity flood valley, the water at Dallas would be even higher at its crest than it was in 1908. It seems probable that a flood like the last big flood will cost Dallas in damage between ten and twelve million dollars, perhaps more.

## *The Gulf Which Separates Dallas from Oak Cliff and Makes of Them "Two Cities"*

Politically, DALLAS and Oak Cliff were united twenty-three years ago. Physically, they are "two cities" today just as truly as they were when Oak Cliff was a separate municipality. They will continue to be "two cities" until this mile-wide gulf which separates them shall have been obliterated through the leveeing of the river and the reclamation of the waste lands.



AERIAL PHOTOGRAPH SHOWING THE GULF SEPARATING DALLAS AND OAK CLIFF  
AND MAKING "TWO CITIES" OF THEM.

**T**HE RIVER was in low flood when this picture was taken. The camera man was flying high. He was almost over Marsalis Park. Lake Cliff and Gardner Park show in the foreground. The Oak Cliff viaduct, the interurban viaduct are seen, stretching across the watery waste. A little farther in the upper left can be seen the Commerce Street and the Texas & Pacific crossings. The Union Station shows between the east ends of the Oak Cliff viaduct and Commerce Street viaduct. Off to the right can be seen the Elm, Main and Commerce and Pacific Avenue business district. Think of it: Seventy thousand Dallas folks living west of the Trinity are connected to this business district by two slender threads. This Gulf must be wiped out. These thousands of acres of waste land must be reclaimed. Many more streets and bridges must be built across the river bringing about the physical union of Dallas, east of the river and Dallas, west of the river. Let's make it one great united city.



## *The Jumping Off Place — Where Dallas Stops*



**F**OR LOGICAL, healthy development, a city must expand in every direction. For years the development of Dallas to the north was hampered by the tracks on Pacific Avenue, development to the south is hampered by lack of adequate trafficways. Development to the west comes to a dead stop at Broadway. With the straightening and leveeing of the Trinity the channel will be one-half a mile farther to the west. Elm, Main, Commerce, Jackson and other streets passing under the tracks on Broadway will continue on west to the levees. The lowland between Broadway and the levees after filling in will become available for building sites. Many of these streets will be bridged across the river. Instead of viaducts a mile or more in length, bridges one-third as long will span the channel reaching from one levee to the other.

Whereas, today, the jumping off place is at Broadway, then, the commercial and industrial district will extend to the east levee and will begin again at the west levee and will extend on and on as the city grows.

Dallas needs this waste land for the building of a great industrial district.

A couple of years ago, Al Reed was showing an eastern manufacturer over Dallas. The visitor was looking for a site for a big plant he proposed to bring to some Southwestern city. The visitor liked Dallas and liked our people but was not satisfied with any of the sites he had seen. Reed was taking him across the Commerce Street Pike when the visiting manufacturer asked:

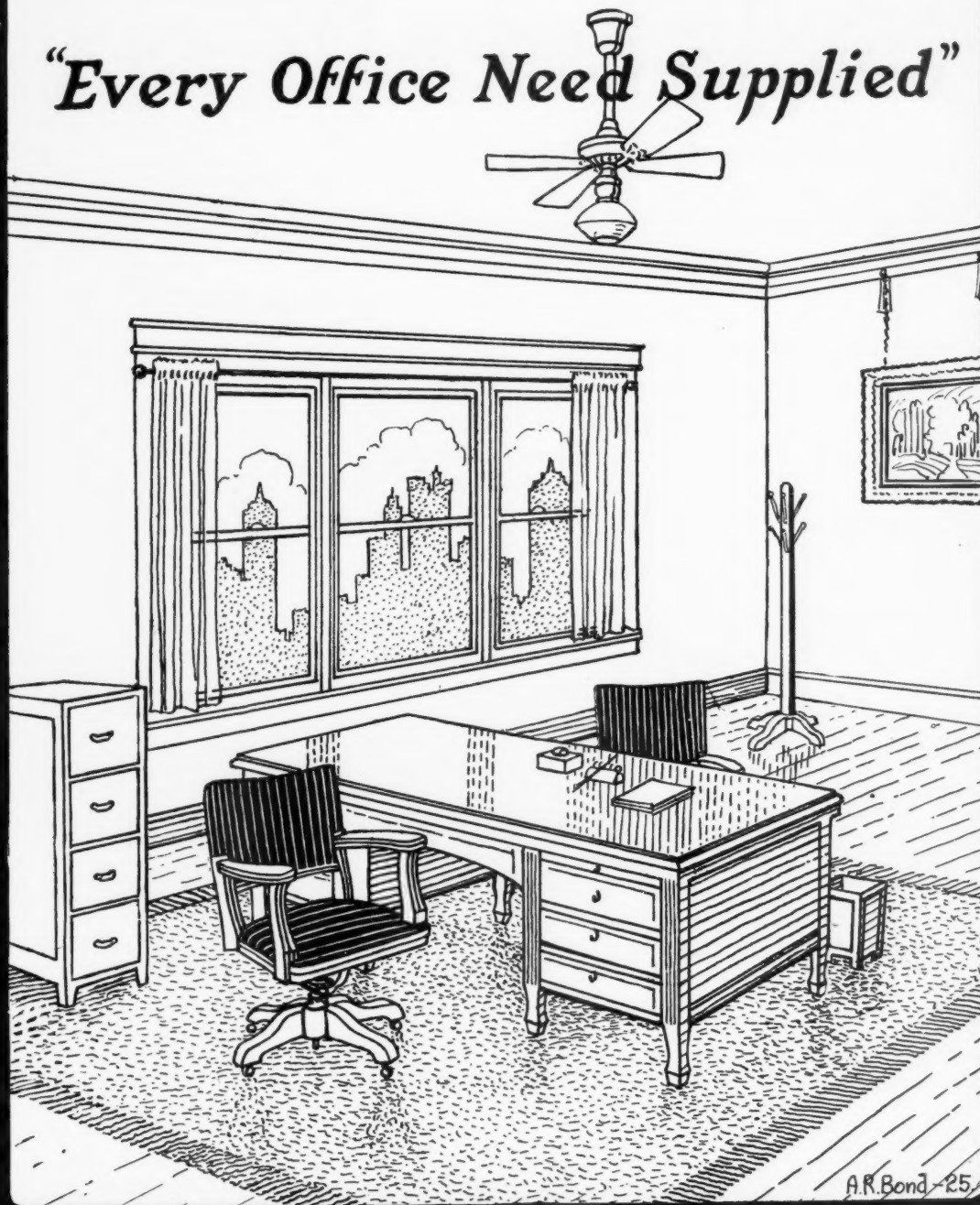
"Why do you not reclaim all this waste land? Here you have acres of desirable factory sites right in and next to the heart of your city. Reclaim this and Dallas can offer inducements better than any other southwestern city. Why do you not do this? What is the matter?"

Reed answered: "Well, I don't know what is the trouble. I believe they say that they do not have enough money."

The visitor shot back at him: "It is not money you need. What you folks need is brains!"

The visitor was only partly right. Dallas folks have the brains. The trouble with us was that we were so busy using our brains on other things that we did not have time to use them on this most important problem.

*"Every Office Need Supplied"*



**CLARKE and COURTS**

*Manufacturing Stationers*

X-3957 X-7358

1521-23 Commerce Street DALLAS, TEXAS

## Three Letters Did This

**I**N APRIL we conducted a three-letter campaign for one of our customers which brought in orders totaling \$1,980.00 in less than thirty days' time.

This campaign was directed to a list of 136 national manufacturers and distributors and brought 50 orders averaging \$39.60 each—or a return of 37%.

*Six years spent in testing the power of the Letter to secure business has led us to believe we can be of service to you in helping you secure more business this summer.*

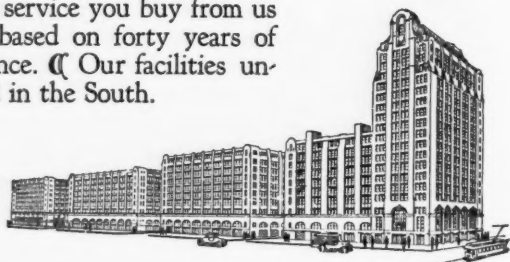
## Commercial Printing & Letter Service Company

Premier Mail Advertising Service of the Southwest

918 Santa Fe Building

X-8168 X-8169 X-3393

**T**HE service you buy from us is based on forty years of experience. Our facilities unequaled in the South.



**Dallas Transfer and Terminal Warehouse Co.**

SECOND UNIT, SANTA FE BUILDING

DALLAS, TEXAS

## The Little Theater

(Continued from page 16)

subscribers with two seats to each performance. Counting them separately, each time they came, and adding their friends who were able to get seats, there was an attendance of about 15,750 at the Little Theater itself, with 4,000 additional at the Circle performance of the Prize play.

The Texas Little Theater Tournament, which was inaugurated this year by the Dallas organization, held its first annual series the week of April 4th. Fifteen groups from all over the State journeyed to the little green playhouse on Olive Street to compete in the contest, which was arranged on the general plan of the New York Drama League National Tournament. The first prize, a silver cup and \$75.00, went to the Sherman Players. Second prize, \$75.00, was awarded to the Little Theater Workshop of San Antonio, and the Denison group won the third prize of \$50.00. The remaining twelve groups represented Baylor University at Waco, Texas Christian University at Fort Worth, Lubbock, Fort Worth, Simmons College at Abilene, W. W. C. A. at Dallas, Teachers' College at Huntsville, Nacogdoches, Houston, Commerce, Waco and Brownwood. A. H. Belo & Co., publishers of the Dallas News and Journal, donated the prizes, and for the next year's series, which will also be held in Dallas, there will be a longer and larger prize list. Individual acting and original plays will be rewarded.

## Dallas Paint Market on Increase

**F**IVE years ago, when the National Save the Surface Campaign adopted as their objective the doubling of the industry by 1931, little did they realize that extensive co-operative and educational advertising would make it possible to pass this goal at the end of the first five years.

The new slogan, "Triple the Industry by 1931," has brought renewed efforts and additional advertising expenditures. L. C. Barnett, secretary of the Dallas Paint, Oil and Varnish Club, says, "The demand in Texas for paint and allied products has more than doubled during this same period, and the market remains as steady as before. The strong building program prevalent throughout the State, and the gradual effect of educational campaigns through newspapers, magazines, and other mediums, to convince the public that paint is a much needed product and therefore a necessity rather than a luxury accounts largely for the continual upward trend of sales."

"In 1920 Dallas was but little known as a paint center. Today it represents the largest market in the Southwest, serving a paint area doubtless greater than that of any other city in the United States. With twenty paint manufacturers and factory distributing branches, and approximately thirty-five exclusive retail paint stores, Dallas forces herself into the limelight of the "Save the Surface" group."



## Out Where the Air Begins

(Continued from page 11)

railroad president, each person is beginning to realize his or her human right to the fresh air of the great open spaces. Authorities agree that when the supply of air is poor or low in quantity, human life grows dull and monotonous. With a minimum of air, human beings grow dreadfully indolent, they have no ambition, very little interest in life, they are languid, slow of thought and movement.

Indoor workers need to keep their interest alive in outdoor activities. Wood lore, "prairie signs," and the habits of wild life are never-failing objects of interest to the normal man or woman. Valuable lessons of stream and forest may be learned from the Southern Indian tribes which once lived their peaceful lives in the region between the Sabine River and the Piedmont Mountain region. Have you seen the braided white horsehair fishing lines as made by the Indians, which are perfectly transparent in water? Have you learned the habits of the ground-feeding fish or the cannibals of the species? These original American fishermen knew the art of working out the upstream ends of pools during the morning and the lower ends in the evening; were experts in capturing fish by hand, with poison berries, the spear and arrow. Much that we know of trapping and fishing has been learned from the Red Man, whose physical vigor we once admired.

Every thoughtful citizen should fight stream pollution, and should forward and promote the system of State Parks proposed for Texas. We may consider it a privilege to encourage the boy and girl Scout movement, and all the customs that make for outdoor habits among our youth. But above all, let us not forget the needs of those dependent on us for the life-giving conditions that are supplied only by the great open spaces—out of the city, where the air begins.

### A Model of Brevity

More in sorrow than in anger have we had occasion in this department, writes Merle Thorpe in his personal column in *The Nation's Business*, to lament the useless phrases which clutter up business letters like a lot of vermiform appendixes—or appendixes, if you prefer; and sometimes we bewail their longwindedness. By way of contrast we present now a letter recently sent out by a New York men's clothing and furnishing concern, in an effort to rally back to the colors some deserting customers.

We've missed you.

Has anything gone wrong?

With us "making good" is just as important as making good clothes.

Won't you let us hear from you?

As a model of brevity we think this may well stand with some of Bacon's utterances.

But there is a further fine point which must not be ignored. With the letter was sent a self-addressed stamped envelope. What former customer could be so grouchy as not to make an answer to that?

# Authorized Dealer for

## Imperial Desks Johnson Chairs Berloy Filing Cabinets

# ASKEW

## Office Furniture Exchange

### New and Used Office Furniture

310-12 NORTH AKARD

PHONE Y1220

## THEY ALL DO

AMONG other things your convention visitors notice in this city are the clean buildings, the pure blue skyline and the fresh complexions. People always do.

This is because Dallas has an untouched fuel on tap for every purpose that does not need to make one fleck of soot—natural gas.



## THE DALLAS GAS COMPANY

Dispensers of Natural Gas

SAFETY



SERVICE

ECONOMY

If you insist upon paying more than necessary for sound automobile insurance, our appeal will not interest you. Otherwise you will call X-9331

## Employers Casualty Co.

A stock company that shares profits with policyholders

Homer R. Mitchell, V. P. & Gen'l Mgr.

W. B. Head, President

Interurban Bldg.—Dallas

## "That Something"

MANY violinists are good enough to play in an orchestra and make forty or fifty dollars a week—Occasionally one becomes a Powell or an Elman, by being just a little better, and is paid a thousand dollars or more a night. "That Something" is so subtle and elusive as to be indescribable, yet it is the difference between near-success and real success. "That Something" in advertising and printing is just as important as it is in the work of an individual. The difference between the almost-good and the good is reflected in results.

Phone Y-2122 for Appointment Today, or Write

**JOHNSTON**  
Printing & Advertising Company  
Graphic Arts Building  
DALLAS

## United States Consumes 79 Per Cent of World Gasoline

THE dominating role which the United States plays as a producer, consumer, and exporter of gasoline is strikingly portrayed in a report on "World Trade in Gasoline," just released by the Department of Commerce.

Although consuming more than 7,780,000,000 gallons, or nearly 80 per cent of last year's world production, the report discloses that this country nevertheless exported 1,219,474,000 gallons, a figure far in excess of the shipments of all our combined competitors.

With the rapid development of the use of motor cars and of internal combustion engines and for other purposes, trade in gasoline, it is pointed out, both in this country and abroad, has expanded with startling rapidity. American production has grown from less than 1,500,000,000 gallons in 1914 to nearly 9,000,000,000 gallons in 1924, an increase of nearly 500 per cent.

The relative importance of the United States in the gasoline industry is emphasized by the fact that our per capita annual consumption totals 69.3 gallons, while the next largest consumer of gasoline, the United Kingdom, averages only 11.6 gallons.

Covering 97 pages of text and tabular matter, the report contains a detailed and comprehensive view of international trade in gasoline. Production, distribution, and consumption figures, pre-war and post-war, for forty countries are given and analyzed in such a manner as to be of assistance in gauging the future trend of the international movement of gasoline. The underlying factors, which have brought about the extraordinary growth in this industry through the last decade, are outlined and a section of the booklet is devoted to a discussion of the use of alcohol motor fuels in certain countries.

The full report—"World Trade in Gasoline"—Trade Promotion Series No. 20—can be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C.

Texas is led by only two States in the average annual production of peaches. California and Georgia each grow more of them.

The total value of tangible property in Texas in 1922, according to the United States census, was almost ten billions of dollars. It has since gone far past that sum.

Texas produces more turkeys than any other State. At the height of the summer season this State has about 125,000,000 chickens and 10,000,000 turkeys.

## Not A Boom

By Richard W. Lawrence  
President Bankers-Commercial Surety Co.  
of New York

EVERY American business man thinks he knows something of the wealth of the United States, but it is to be doubted whether he fully realizes how overwhelmingly great that wealth is today. The following figures show the percentage of American production or resources as compared with world production and resources in certain representative commodities or services:

	American Percentage of Total World Production or Resources
Coal Production	43.5 per cent
Petroleum production	71.9 " "
Copper production	52.7 " "
Pig-iron production	60.2 " "
Steel ingots and castings production	59.8 " "
Wheat production	21.3 " "
Cotton production	52.0 " "
Lumber production	52.6 " "
Automobiles registered	82.7 " "
Telephones & Telegraphs	57.8 " "
Railroads	33.9 " "
Rubber consumption	70.9 " "

It should be borne in mind, in connection with a review of these percentages of production or ownership, that the population of the United States, large as it is, is only 6.2 per cent of the total population of the world. It is easy to grasp, therefore, what a high level of prosperity each individual enjoys in these United States, and that prosperity extends through all classes.

I candidly believe that a prolonged period of prosperity is ahead of us. The rise during 1924 and 1925 of agricultural products has established a better price relation between those products and manufactured goods, thus removing the influence which was retarding our prosperity until this year.

The general financial condition of the country is thoroughly sound. The Federal Reserve Banking System has thoroughly justified itself, and is serving as a remarkable stabilizer. Banks and industrial corporations are extremely liquid, first, because there has been comparatively little capital expenditure for plant construction of recent years, due to the enormous industrial building program growing out of war conditions; secondly, the financial burden of carrying large stocks has been very much reduced, due to the policy of having orders more closely approximate consumer sales.

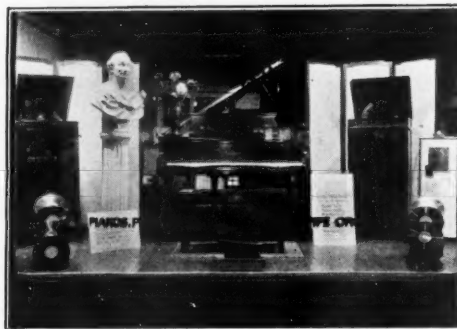
—The Atlantic City Builder.

—o—  
Texas has about eight million pecan trees and ships about 400 car loads of pecans a year.

—o—  
Texas has more than fifty per cent of all the Angora goats in the United States and produces more than one-half of the country's total supply of mohair.

—o—  
Texas has thirty cities of more than ten thousand population. Only seven other States have as many such cities.

## WILL A. WATKIN CO.



1207  
Elm

1206  
Pacific

Dallas' Oldest Music House

**Victory Wilson**  
INCORPORATED  
GUARANTEED CLOTHES

**In a Summer Suit**  
this label not only  
means quality and  
value. It means  
*Style that is*  
*Lasting.*  
**Come in,**  
**Cool off,**  
**Save**



# "Bring Home the Bacon" -with Better Letters

We are not going to indulge in a lot of high pressure sales talks—the results we are getting for our customers speak volumes.

We merely want to say that we can help add efficiency to your sales letters and assist in "bringing home the bacon."

## Pool Multigraphing Company

823 Santa Fe Building

X-7057

## LOOKING DALLAS AND THE SOUTHWEST OVER

THE continuance of heavy and frequent rainfall and the persistence of unseasonable temperatures caused a further delay in farming operations and reacted unfavorably upon the distribution of merchandise in both wholesale and retail channels," according to the Federal Reserve Bulletin, in describing conditions in the Southwest during May. Although cotton is from two to four weeks late, "wheat and oats throughout the district promise a bounteous yield."

In Dallas the total figures for the first five months of 1925 prove that business is satisfactory. Although real estate transfers and building permits are still lagging behind, bank debits, clearings and postal receipts show increases over the year before.

REAL ESTATE TRANSFERS—DALLAS COUNTY		WATER METERS	
	1925	1926	1925
January	\$ 7,132,127	\$ 7,288,594	46,823
February	6,520,472	6,265,481	47,175
March	7,447,307	7,806,397	47,675
April	7,086,458	6,604,704	48,210
May	8,992,467	8,233,281	48,666
Sub-Totals	\$37,178,831	\$36,198,458	

	1925	1926	1925	1926
June	9,197,746		49,010	51,762
July	6,540,717		49,654	52,123
August	7,791,921		50,162	52,522
September	6,111,213		50,588	52,823
October	6,865,171		50,840	51,211
November	6,885,639		51,542	
December	8,204,331			
Totals	\$88,725,569			

POSTAL RECEIPTS		BUILDING PERMITS	
	1925	1926	1925
January	\$ 285,183.15	\$ 306,328.98	\$ 2,903,070
February	272,484.56	303,478.65	2,147,552
March	281,863.02	326,430.53	2,068,841
April	263,172.89	296,782.32	3,343,282
May	246,524.66	\$275,341.31	3,804,113
Sub-Totals	\$1,349,228.28	\$1,508,361.79	\$14,256,858

	1925	1926	1925	1926
June	263,380.62		1,649,972	
July	244,428.75		1,990,346	
August	256,293.17		1,496,753	
September	297,460.69		2,611,204	
October	338,438.08		2,239,490	
November	323,721.53		1,827,107	
December	382,214.58		2,307,828	
Total	\$3,455,165.70		\$28,379,558	

DEBITS TO INDIVIDUAL ACCTS.		BANK CLEARINGS	
	1925	1926	1925
January	\$236,899,000	\$ 254,109,000	\$ 226,468,030
February	2 3,672,000	207,691,000	203,232,270
March	219,668,000	2 5 835,000	216,097,443
April	184,462,000	192,282,000	181,438,574
May	175,781,000	181,898,000	166,792,239
Sub-Totals	\$1,020,382,000	\$1,050,815,000	\$994,028,556

	1925	1926	1925	1926
June	184,294,000		177,510,437	
July	184,649,000		184,530,172	
August	163,769,000		178,289,499	
September	211,992,000		241,091,583	
October	265,837,000		283,792,035	
November	235,196,000		246,879,294	
December	255,396,000		260,708,344	
Total	\$2,526,514,000		\$2,556,829,920	

GAS METERS		1925	1926
January		51,380	57,559
February		51,847	57,982
March		52,107	58,355
April		52,364	58,805
May		52,680	59,130
June		53,005	
July		53,416	
August		53,855	
September		54,475	
October		55,432	
November		56,311	
December		57,107	

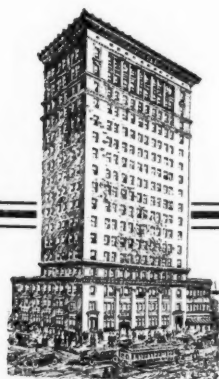
ELECTRIC LIGHT CONNECTIONS		TELEPHONE CONNECTIONS	
	1925	1926	1925
January	50,007	55,256	54,190
February	50,400	55,573	54,756
March	50,743	55,786	55,196
April	51,161	56,141	55,725
May	51,618	56,547	56,413
June	51,882		56,518
July	52,168		56,661
August	52,619		57,189
September	53,463		57,532
October	54,242		59,601
November	54,645		60,043
December	55,007		60,565

We are indebted for the statistics shown on this page to: Dallas Clearing House Assn.; Federal Reserve Bank; Commercial Record; Postoffice; Building Inspector; Dallas Power & Light Co.; Water Department; Dallas Gas Co.; Southwestern Bell Telephone Company.

## When?

**F**OR over 50 years this Bank has been looking forward and serving those who are looking in the same direction. There is a greater future for you and the American Exchange if we can get together. Why not arrange it?

## American Exchange National Bank of Dallas



## The Flying Center of Texas

SIX miles north of the business district of Dallas lies Love Field, a 117-acre, Class A municipal landing field. It is tile-drained, sodded and in such condition that a plane may land or take off in any weather.

The equipment at this field is complete. Whether it be wings, motors, fuselages or tail skids a concern han-



Schiff & Easley believe in aircraft as a commercial and paying aid to the cotton business.

dling them can be found at the field. There are very few cities in the United States possessing such an accessible and fully equipped flying field.

There are eleven modern hangars at Love Field and all of them are occupied. Hangar No. 1 houses Good & Foster, operators of an "aerial garage." This concern supplies all Government ships with gas and oil.

Hangars Nos. 2 and 3 are owned by the City of Dallas and occupied by the United States Government. Lieut. William Morriss is the officer in charge. A meteorological and radio service is being installed by the Government to furnish fliers with up-to-the-minute information regarding



Wm. E. Easterwood, Jr., of Dallas, advises the use of Orbit Gum and airplanes to "Avoid Halitosis and Check Pyorrhea."

wind and weather conditions. Eight men are employed at this station.

Hangar No. 3 is the home of the Dallas Aeroplane Company specializing in cross-country trips. This firm also conducts a school of flying.

The Southern Airways, Inc., occupy hangars Nos. 4, 5 and 6. Here planes are built, reconditioned and repaired.

Hangar No. 7 is the terminus for the Chicago-Dallas air mail route and two huge Curtiss "Carrier Pigeons" completely monopolize the huge structure.

**O**UR loans to thousands of people have enabled them to pay off scattered debts and to regain that valuable asset—a good credit standing. Other loans have been for a wide variety of helpful, constructive purposes. You are invited to come in and see us with any of your problems.

Under our agreement—

\$ 50 costs you \$ 3.92  
\$ 100 costs you \$ 7.83  
\$ 500 costs you \$30.15  
\$1,000 costs you \$78.30  
Etc.

Payable Weekly, Semi-Monthly  
and Monthly Over One  
Year or Less

## People's Finance Company

OF DALLAS

215 North St. Paul Street  
(Athletic Club Building)



## The Baker Hotels

T. B. BAKER, President

Standards of hotel  
service, courtesy and  
accommodation.

"Each the Center of its  
City"

The Baker      The Texas  
Dallas      Ft. Worth

The Austin      The Gunter  
Austin      San Antonio

The Menger  
San Antonio

And Soon a  
Baker Resort Hotel  
Mineral Wells

## Gold Bricks and Blue Sky

Gold brick artists and blue sky salesmen have pocketed many thousands from gullible women.

Yes, and men fall for their line, also.

Monthly Income Life Insurance will stabilize the future of your loved ones. A conference will prove profitable to you and yours.



### A. C. Prendergast & Co.

A Departmentized Insurance Agency  
REPUBLIC BANK BUILDING  
REPRESENTING  
The Travelers Insurance Co.

## Let Natural Gas Solve Your Fuel Problems



## Lone Star Gas Co.

SOUTH'S LARGEST  
WHOLESALE OF  
NATURAL GAS

## Clothing Business of the Southwest



SUPPLEMENTING the clothing information published in the March issue of Dallas, the Industrial Department has furnished additional figures showing the sales of clothing, classified by types. The data is based upon figures collected by the United States Bureau of Labor Statistics covering the purchasing power of the various sections of the United States, including the Southwest. The figures showing "average expenditure per family" are those given for the United States as a whole. The same figures have been used in calculating the purchasing power of the Southwest, because it was found that the

total for the Southwest, as given by the United States Bureau of Labor, \$491,934,019, was practically the same as the total arrived at by the Industrial Department. It should be noted that the Bureau of Labor figures cover 1923 business upon 1920 population. The figures compiled by the Industrial Department cover 1925 business upon 1920 urban population and 1925 rural population. The increase in the population figures accounts for the slight discrepancy in the figures showing the gross total clothing business.

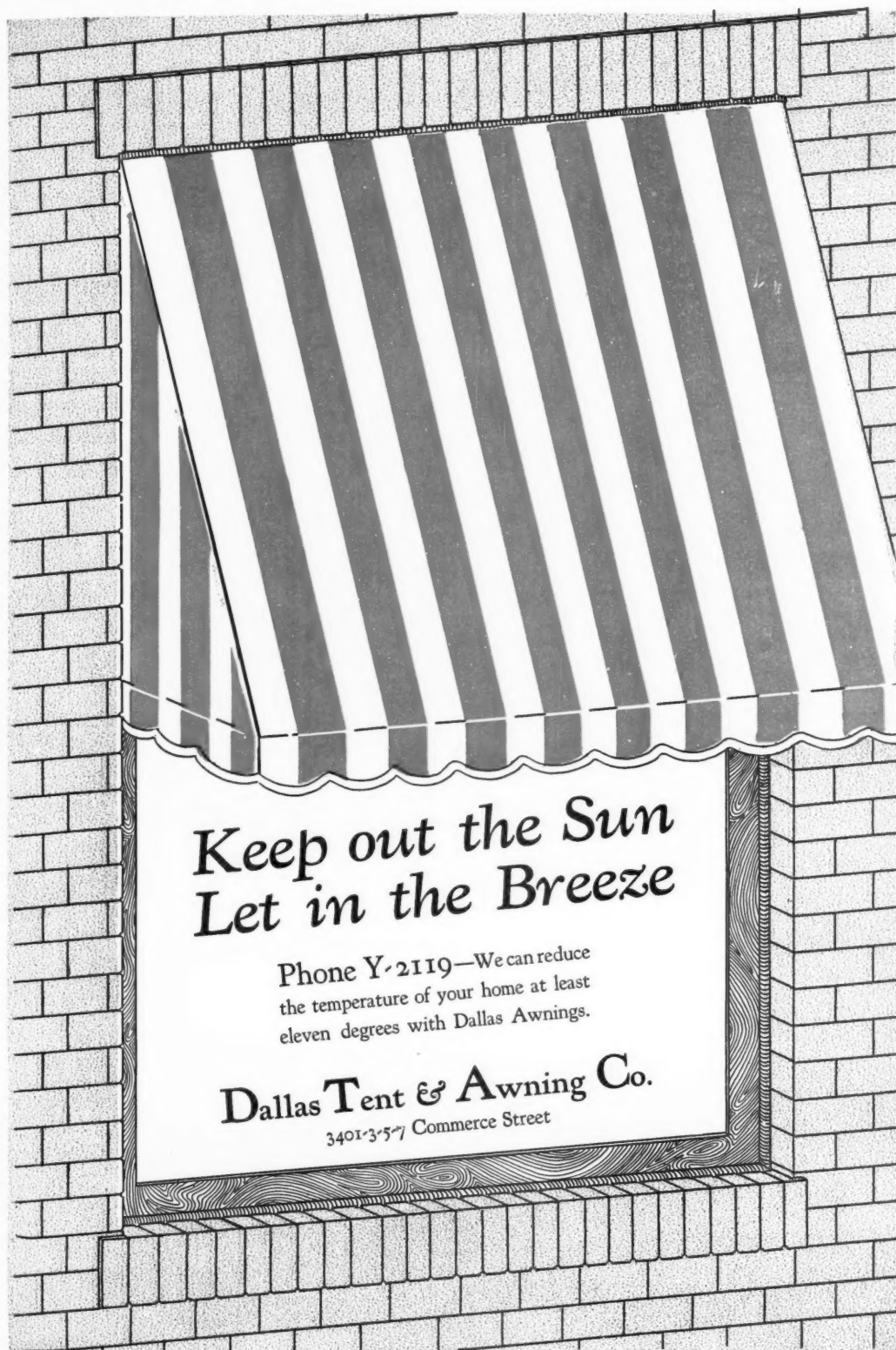
By multiplying the factor given under "average expenditure per family" by the number of families in any section of the Southwest in which the manufacturer or jobber is interested, the normal purchasing power of that section may be secured. Allowance must be made, of course, for temporary local conditions which may cause a fluctuation either above or below the normal purchasing power.

WOMEN'S CLOTHING		
Kind of Clothing	Average Expenditures per Family	Total Expenditures in the Southwest
(a) Hats .....	\$ 8.07	\$ 15,095,220.63
(b) Veils .....	.10	213,510.90
(c) Caps .....	.74	1,579,980.66
(d) House Dresses; Bungalow Aprons; Wrappers and Aprons .....	4.01	8,561,787.09
(e) Suits, cotton, wool, silk; Shirts, cotton, wool, silk; Waists and Blouses, cotton, wool, silk; Dresses, cotton, wool, silk .....	31.56	67,384,040.04
(f) Coats and Cloaks, cotton, wool; Raincoats; Sweaters and Jerseys, wool, silk .....	14.50	30,959,080.50
(g) Brassieres; Corset Covers; Camisoles; Combinations, cotton, silk; Union Suits, cotton, wool, silk; Chemises, cotton, silk; Drawers, cotton, wool, silk; Nightdresses, cotton, silk; Pajamas, cotton; Kimonos, cotton, wool, silk; Stockings, cotton, wool, silk .....	20.46	43,684,330.14
(h) Petticoats, cotton, wool, silk .....	3.04	6,490,731.36
(i) Furs and Boas .....	1.12	2,391,322.08
(j) Shoes, high, low; House Slippers; Spats and Gaiters; Rubbers; Arctics .....	21.63	46,182,407.67
(k) Gloves and Mittens, kid, silk, wool, cotton .....	1.71	3,651,036.39
(l) Collars; Collar and Cuff Sets; Ties; Ribbons; Handkerchiefs; Scarfs; Garters; Belts; Hairpins; Nets .....	3.26	6,960,455.34
(m) Sanitary Supplies .....	.27	576,479.43
(n) Umbrellas and Parasols .....	.40	854,043.60
(o) Handbags and Purses .....	.57	1,217,012.13
(p) Rompers; Underwaists; for FEMALE children .....	.46	982,150.14
(a) Other Clothing .....	1.28	2,732,939.52
(r) Watches and Jewelry .....	1.41	3,010,503.69
<b>TOTAL WOMEN'S CLOTHING .....</b>	<b>\$114.59</b>	<b>\$244,662,140.31</b>

MEN'S CLOTHING		
Kind of Clothing	Average Expenditures per Family	Total Expenditures in the Southwest
(a) Ready-to-wear: Suits, wool, cotton; Coats, separate; Overcoats; Pants, wool, separate; Mackinaws; Raincoats; Sweaters and Jerseys; Overalls; Jumpers; Shirts, cotton, wool, silk .....	\$ 57.13	\$121,978,777.17
(b) Undershirts, cotton, wool; Drawers, cotton, wool; Union Suits, cotton, wool; Pajamas; Night Shirts; Socks, cotton, wool, silk .....	16.79	35,848,480.11
(c) Shoes, high, low; Rubber Boots; House Slippers; Spats and Leggings; Rubbers; Arctics .....	24.73	52,801,245.57
(d) Gloves and Mittens, leather, dress, work, cotton, wool .....	2.31	23,272,688.10
(e) Collars; Ties; Handkerchiefs; Mufflers and Scarfs; Garters; Belts and Suspenders .....	5.48	30,040,983.63
(f) Umbrellas .....	.26	555,128.34
(g) Pocketbooks and Wallets .....	.07	149,457.63
(h) Watches and Jewelry .....	1.54	3,288,067.86
(i) Dresses; Rompers; Underwaists; Petticoats, for MALE children .....	1.88	4,014,004.92
(j) Hats, straw .....	.97	2,071,055.73
(k) Other clothing .....	1.00	2,135,109.00
<b>TOTAL MEN'S CLOTHING .....</b>	<b>\$112.16</b>	<b>\$239,473,825.44</b>

SUMMARY		
Total Women's Clothing .....	\$114.59	\$244,662,140.31
Total Men's Clothing .....	112.16	239,473,825.44
Unclassified .....	8.60	19,361,937.40
<b>GRAND TOTAL .....</b>	<b>\$235.35</b>	<b>\$502,497,903.15</b>



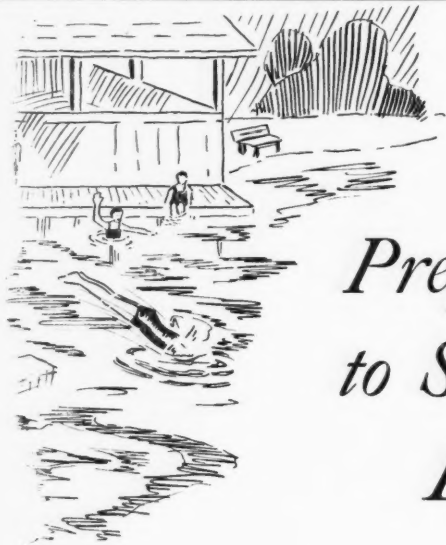


The illustration shows a brick building with a striped awning. The awning has dark and light diagonal stripes. Below the awning is a sign with text. The sign is rectangular with a decorative border. The text on the sign is as follows:

**Keep out the Sun  
Let in the Breeze**

Phone Y-2119—We can reduce  
the temperature of your home at least  
eleven degrees with Dallas Awnings.

**Dallas Tent & Awning Co.**  
3401-3-5-7 Commerce Street



## Be Prepared to Save a Life

**A** KNOWLEDGE of the "Prone Pressure" treatment of victims of water mishaps should be part of every vacationist's equipment.

The treatment for a swimmer taken from the water when nearly dead is identical with that used for persons suffering from electric shock or from the effect of gas, either from a defective household appliance or the exhaust of an automobile.

Gas, electric, telephone and street railway companies throughout the country have developed and perfected the "Prone Pressure" method of resuscitation. Their employees will always give their help in case of a bathing accident. In many communities the policemen and firemen have been taught this treatment, but it is of the utmost importance that the victim be treated without delay. This can be done, since the "Prone Pressure" technique is simple and no equipment is needed except a knowledge of the method to be used.

*We will gladly demonstrate this method of resuscitation to schools, clubs or other groups upon request.*

*Telephone X-9321*

PERSONNEL DEPARTMENT

# Dallas Power & Light Co.

## Traffic Rules in Tokio

The Oakland police received the following rules of the road copied literally as they appeared in English at police headquarters in Tokio:

No. 1.—At the rise of the hand of policeman, stop rapidly.

No. 2.—Do not pass him or otherwise disrespect him.

No. 3.—When a passenger of the foot have in sight tootle the horn, trumpet at him melodiously at first, but if he still obstacles your passage, tootle him with vigor and express by word of the mouth the warning "Hi Hi!"

No. 4.—Beware the wandering horse, that he shall not take fright as you pass him by. Do not explode an exhaust blow at him. Go soothingly by.

No. 5.—Give big space to the festive dog that shall sport in the roadway.

No. 6.—Avoid entanglement of dogs with the wheel spokes.

No. 7.—Go soothingly on the grease, mud and avert the skid demon.

No. 8.—Press the brake of the foot as you roll around the corner to save collapse and tieup.

—El Universal, Mexico City.

## In the June Number of Nation's Business

**A**N interesting contribution to the current history of American business is the leading article in the June Nation's Business, "The New Competition," by O. H. Cheney, of the American Exchange-Pacific National Bank of New York.

Mr. Cheney points out that modern competition is not between individuals so much as it is between industries and materials; between wood and sheet steel for furniture; between tar, saphalt, copper and shingles for roofing.

Other contributors are E. E. Slosson, who has an interesting article on the commercial value of pure science; Prof. W. T. Foster and Waddill Catchings, who undertake to upset some accepted notions about thrift; and P. W. Wilson and R. C. Willoughby, who treat of various aspects of the British labor problem which have certain applications here.

## Who Am I?

I am an asset to you.

I have made friends and followers for the company.

I do much good.

I am a universal rule; in fact, I have become a habit.

I help you hold your job.

I am everywhere.

Great men have written books about me.

I am contagious.

Without me no business can be truly successful.

I am one of your good friends.

I gain much and lose nothing.

I am a habit well worth acquiring.

I am on an equal footing with Kindness.

I am COURTESY.

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Serve You**

**Where to Get What You Want  
When You Want It**

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## Junior Chamber to Send Delegates to Florida

DALLAS will be represented at the United States Junior Chamber of Commerce seventh annual national convention, June 23 to 27, at Jacksonville, Florida. A large delegation from the local organization plans to make this trip.

The conventions of the National Junior Chamber have proven to be not only inspirational, but educational. The coming meeting should be even more valuable, especially to all delegates from Texas. Florida is just emerging from the spell of the most remarkable boom ever experienced by any section of the United States and the delegations from the Lone Star State will have the opportunity of studying the new found glories of Florida and will be better able to appreciate the future of their own section—the Southwest.

Dallas has a number of matters to present to the convention which are vital to the growth of Junior Chamber organizations. An invitation will be extended to hold the 1928 convention here and prospects are bright, according to Roy Autry, president of the Dallas Junior Chamber of Commerce.

## Dallas Concern Moves

THE Southwest branch of the West Disinfecting Company has moved to a new building at the corner of Ross Avenue and Magnolia Street. This company, said to be the largest manufacturer of disinfectants, liquid soap, paper towels and sanitary appliances in the world, has 48 branches in the United States. Up until three years ago the Dallas business was handled through jobbers, but the growth of their trade made necessary the installation of a branch in this city. The Dallas branch handles the distribution of its products in Texas, Louisiana and New Mexico.

"Our success in the Southwest is shown by the fact that our business has more than doubled each year and that four thousand new accounts have been placed on the books," according to R. O. Jackson, manager of the Dallas branch.

"I heard your son was an undertaker. I thought you said he was a physician?"  
"Not at all. I just said he followed the medical profession."

An officer on board a battleship was drilling his men. "I want every man to lie on his back, put his legs in the air, and move them as if he were riding a bicycle." After a short effort one of the men stopped.

"Why have you stopped, Murphy?" asked the officer.  
"If you please, sir," was the reply, "O'm coasting."

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- Keystone Culverts
- Stock Tanks
- Wagon Tanks

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1015 Main St.

## Comparative Cost of Government

**I**N 1913 the cost of the National Government was 692 million dollars, and in 1923, 3,459 million dollars.

In 1913 the cost of State government was 383 million dollars, and in 1923, 1,450 million dollars.

In 1913 the cost of local government was approximately 1,844 million dollars, and in 1923, 5,136 million dollars.

1913 the total cost of government was 2,919 million dollars, and in 1923, 10,045 million dollars.

In 1913 the National income was 34,400 million dollars, and in 1923, 67,000 million dollars.

In 1913, the total cost of government was equal to 8.5 per cent of our National income, and in 1923 to 15 per cent of our National income.

From 1913 to 1923 the total cost of government increased 244 per cent, while our National income increased 95 per cent.

### Comparative Per Capita Cost of Government

**I**N 1913 the cost of the National government was for the average person \$7.17, and in 1923, \$31.26.

In 1913 the cost of State government was for the average person \$3.97, and in 1923, \$13.10.

In 1913 the cost of local government was for the average person \$19.10, and in 1923, \$46.41.

In 1913, the total per capita cost of government was for the average person \$30.24, and in 1923, \$90.77.

In 1913 the average per capita National income was \$356, and in 1923, \$605.

In the ten years the per capita cost of government increased 200 per cent, and the per capita income, only 70 per cent.

### Public Indebtedness

**I**N 1913 the net indebtedness of the National government was 1,029 million dollars, and in 1923, 21,589 million dollars.

In 1913 the net indebtedness of State government was 346 million dollars, and in 1923, 1,105 million dollars.

In 1913 the net indebtedness of local government was 3,476 million dollars, and in 1923, 8,330 million dollars.

In 1913 the total net National, State, and local indebtedness was 4,851 million dollars, and in 1923, 31,024 million dollars.

The National debt is being retired at the rate of approximately one billion dollars per annum.

State and local public indebtedness for the years 1921 to 1924, inclusive, increased approximately one billion dollars per annum.

Approximately 75 per cent of the cost of the National government in 1923 was due to past wars and to National defense.

The increase in the cost of State government is due in some States, in part but not primarily, to soldier bonuses.

Multiplicity of laws and enlarged governmental activities account for a substantial part of such increase.

—Santa Fe Bulletin.

# M. M. MAYFIELD

## L U M B E R

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If yours is not, see us.

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1914 Main St.

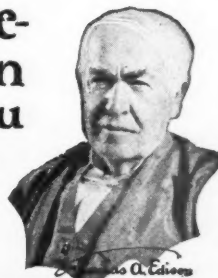
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**Edison's New Dictating Machine**

## Among the Manufacturers

(Continued from page 8)

All of the illustrations from one through eight were taken at the plant and they give a fair idea of the \$150,000 worth of real estate and improvements which comprise this Dallas industry. No. 1 is the main engine room; No. 2 the new main factory building; No. 3 the kilns. After the pottery is finished and glazed it is placed inside these huge ovens—there are three of them—and heated to around 2,200 degrees for two days and nights. It takes the same length of time for the pottery to cool. Pictures Nos. 4 and 5 are interior views of the huge warehouse. Nos. 6 and 7 show two of the potters at work. These men are recognized as among the best potters in the United States and it is well worth a trip to Love Field to see them take an inanimate chunk of clay and, as if inspired by Houdini, form it into any shape they may desire. Taylor Jackson, manager of the plant, is seen in No. 8 showing a customer some of the pottery turned out by his factory.

This firm sells its merchandise throughout the Southwest and, according to Mr. Jackson, the only reason he cannot claim an increased business from year to year is because his plant is operating at full capacity every working day.

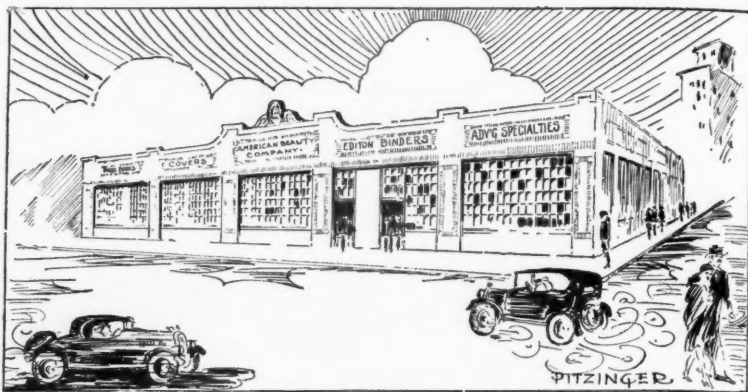
### The Anchor Awning Company

FOUR years ago Clarence and Allen Penniman decided to change over from the coal to the awning business. Their first factory was a small wooden building at one end of their father's coal yard. It is not recalled that any brass bands played at the opening of this young but hustling enterprise. On April 17, 1926, they celebrated their fourth anniversary of their awning venture by officially occupying a factory building which is the ultimate in efficiency and beauty. Built in a residential section on Gaston Avenue it adds to rather than detracts from its surroundings. Fooshee and Clark were the architects and they created a building of the Spanish Mission type which would, if transplanted in Spain or Mexico, add nothing but charm to its setting. It is rumored that on Tuesday and Thursday afternoons Clarence Penniman, dressed as a Spanish troubador, serves tea to his fair customers. A rather far cry from the sweat shop idea of manufacturing.

The next time you drive out Gaston stop and go through this plant. In the main section, 75x100 feet, you will see skillful workers—there are 35 employed by this one industry—making awnings, tents, lawn and porch furniture. Those who grow faint hearted when the future of Dallas factories is mentioned will be revived by the record of the Anchor Awning Company whose business has doubled each year.

### The American Beauty Company

TOO much business for its present plant plus the addition of new equipment has forced the American Beauty Company to erect its own building. It is specially designed for this concern, which manufacturers a full line of pass books, check book and school annual cov-



NEW BUILDING OF THE AMERICAN BEAUTY COMPANY

ers and display specialties. Its products are shipped to every part of the United States and occasionally to Cuba, Hawaii, Porto Rico, Canada, Mexico and South America.

About a month ago the American Beauty Company installed complete machinery for edition binding. If you write a book, have your printer print it and the American Beauty Company will sew it and put on the cover.

Their new building, designed by J. A. Pitzinger will be 100 feet by 85 feet; one story; fire-proof; concrete and brick con-

struction. It will be located at the corner of Orange and Collins Streets. C. T. Dean is president; W. F. Beale, vice president and E. M. Thompson, secretary-treasurer.

### For Next Month

The C. R. Miller Manufacturing Company is building an addition to the Love Field plant (see illustration No. 14) and an account of the wonderful progress of this concern will be carried in the July "Dallas." J. Perry Burrus will also have something to say about Dallas as a coming wheat market.

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Our Health and Accident policies provide \$5,000.00 for accidental death and guarantee a monthly income to policyholders disabled by sickness or accident. Special policies for business and professional men at very attractive rates. Nearly a quarter of a century of unexcelled insurance service—over \$1,425,000.00 paid in benefits.

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If they had only telephoned ahead before starting, reservations would have been made and the disappointment avoided.

Whenever you travel by automobile or by train, telephone ahead. At little cost you can know in advance where you will sleep.

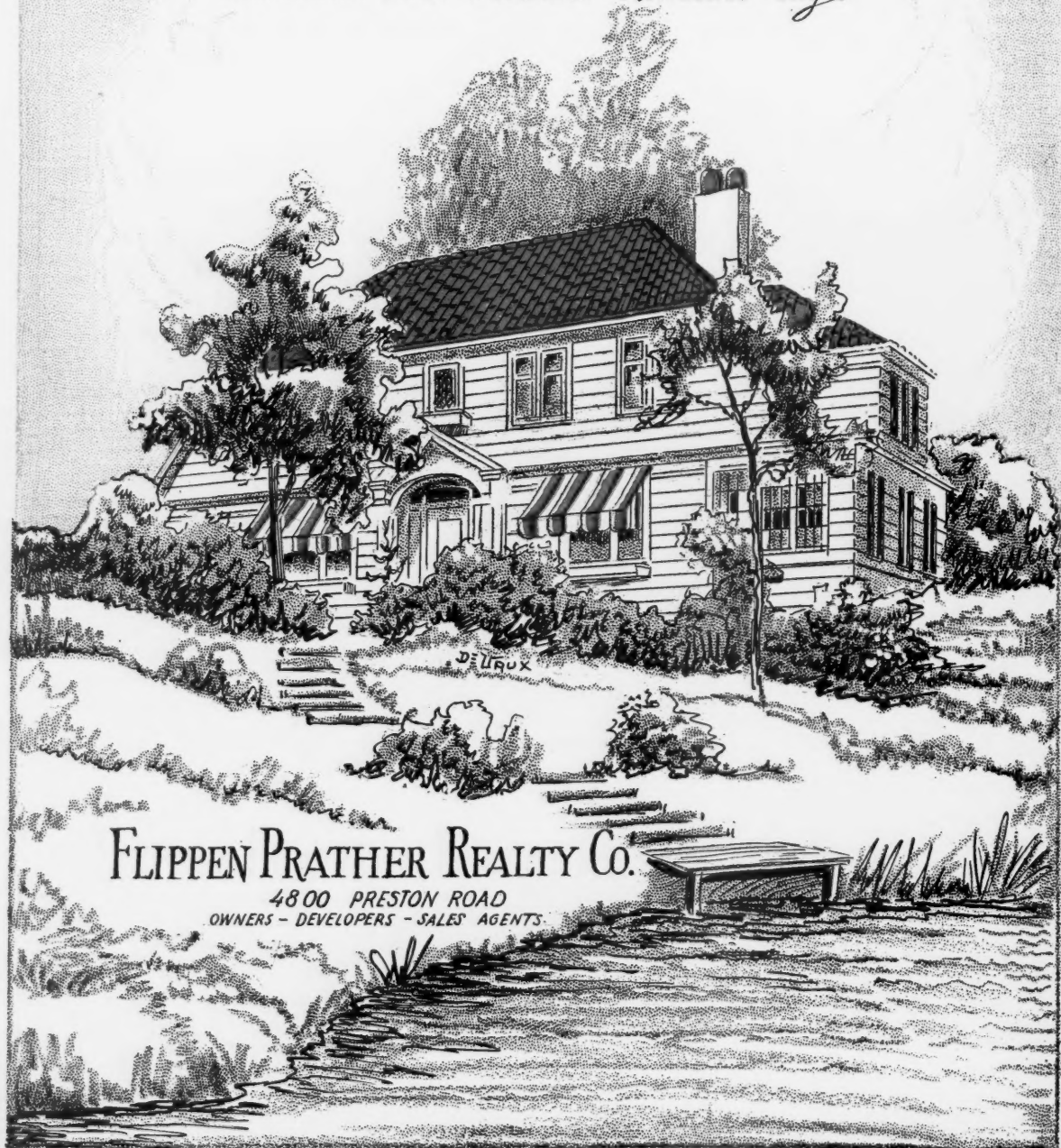
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